

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 3, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THORN BIRDS PART III(S)	43.2	35,990
2	THORN BIRDS-PART IV(S)	43.1	35,900
3	THORN BIRDS-PART II(S)	42.5	35,400
4	THORN BIRDS PART I(S)	39.5	32,900
5	DALLAS	25.4	21,160
6	60 MINUTES	25.3	21,070
7	DYNASTY#	24.6	20,490
8	FALL GUY#	24.3	20,240
9	ABC MONDAY NIGHT MOVIE#	23.5	19,580
10	LOVE BOAT	22.0	18,330
10	MAGNUM, P.I.	22.0	18,330
12	ABC SUNDAY NIGHT MOVIE#	21.9	18,240
13	MISSISSIPPI	21.5	17,910
13	SIMON & SIMON	21.5	17,910
15	THAT'S INCREDIBLE	20.9	17,410
16	GOODNIGHT, BEANTOWN#	20.3	16,910
17	THREE'S COMPANY#	19.6	16,330
18	HART TO HART#	19.0	15,830
19	A TEAM	18.8	15,660

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THORN BIRDS-PART IV(S)	26.2	57,140
2	THORN BIRDS PART III(S)	26.0	56,610
3	THORN BIRDS PART I(S)	25.5	55,610
4	THORN BIRDS-PART II(S)	24.7	53,900
5	DALLAS	15.9	34,600
6	FALL GUY#	15.8	34,500
7	ABC MONDAY NIGHT MOVIE#	15.4	33,670
8	60 MINUTES	15.2	33,220
9	MAGNUM, P.I.	15.2	33,210
10	A TEAM	15.2	33,170
11	LOVE BOAT	15.2	33,110
12	THAT'S INCREDIBLE	14.7	32,110
13	DYNASTY#	14.5	31,710
14	ABC SUNDAY NIGHT MOVIE#	14.1	30,740
15	THREE'S COMPANY#	13.8	30,140
16	LITTLE HOUSE NW BEGINNING#	13.7	29,800
17	SIMON & SIMON	13.6	29,630
18	SOMEDAY, YOU'LL FIND HER(S)	13.5	29,420
19	GOODNIGHT, BEANTOWN#	13.5	29,340
20	DUKES OF HAZZARD	13.2	28,790

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THORN BIRDS-PART IV(S)	38.7	33,390
2	THORN BIRDS PART III(S)	38.1	32,940
3	THORN BIRDS-PART II(S)	36.5	31,530
4	THORN BIRDS PART I(S)	36.2	31,240
5	DALLAS	21.7	18,760
6	ABC MONDAY NIGHT MOVIE#	20.9	18,020
7	DYNASTY#	20.8	18,000
8	FALL GUY#	19.5	16,860
9	60 MINUTES	18.0	15,530
10	LOVE BOAT	17.4	15,020
11	MISSISSIPPI	17.1	14,800
12	MAGNUM, P.I.	16.2	14,030
13	LITTLE HOUSE NW BEGINNING#	16.1	13,940
14	GOODNIGHT, BEANTOWN#	16.0	13,810
15	THAT'S INCREDIBLE	15.3	13,230
16	ABC SUNDAY NIGHT MOVIE#	15.1	13,050
17	HART TO HART#	15.1	13,030
18	SIMON & SIMON	14.8	12,780
19	THREE'S COMPANY#	13.4	11,570

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THORN BIRDS PART I(S)	24.0	18,650
2	THORN BIRDS-PART IV(S)	23.8	18,480
3	THORN BIRDS PART III(S)	23.2	18,010
4	THORN BIRDS-PART II(S)	21.0	16,340
5	60 MINUTES	18.8	14,630
6	FALL GUY#	17.5	13,620
7	ABC SUNDAY NIGHT MOVIE#	16.8	13,070
8	ABC MONDAY NIGHT MOVIE#	16.4	12,770
9	MAGNUM, P.I.	15.5	12,020
10	A TEAM	15.4	11,990
11	DYNASTY#	15.2	11,790
12	DALLAS	15.0	11,690
13	SIMON & SIMON	15.0	11,650
14	CBS NCAA BSKBL CHAMP POST(S)	14.2	11,060
15	THAT'S INCREDIBLE	14.2	11,050
16	GOODNIGHT, BEANTOWN#	13.7	10,670
17	NCAA SPORTS SPECIAL(S)	13.7	10,650
18	CBS NCAA BSKBL CHAMP-5A-2	13.6	10,550
19	LOVE BOAT	13.2	10,240
20	HART TO HART#	12.7	9,850
21	HILL STREET BLUES	12.6	9,800

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 3, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THORN BIRDS PART I(S)	36.0	19,470
2	THORN BIRDS PART III(S)	35.7	19,330
3	THORN BIRDS-PART IV(S)	34.4	18,650
4	THORN BIRDS-PART II(S)	33.1	17,910
5	FALL GUY#	22.8	12,330
6	DYNASTY#	22.6	12,220
7	ABC MONDAY NIGHT MOVIE#	22.5	12,190
8	HART TO HART#	17.5	9,500
9	DALLAS	17.4	9,440
10	ABC SUNDAY NIGHT MOVIE#	16.5	8,930
11	LOVE BOAT	16.1	8,700
12	THREE'S COMPANY#	15.1	8,180
13	LAVERNE & SHIRLEY	14.4	7,780
13	THAT'S INCREDIBLE	14.4	7,780
15	9 TO 5#	14.0	7,570
16	MISSISSIPPI	13.7	7,400
17	SOMEDAY, YOU'LL FIND HER(S)	13.5	7,320
18	MAGNUM, P.I.	13.5	7,290
19	HAPPY DAYS	13.4	7,240
20	SIMON & SIMON	13.3	7,200

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THORN BIRDS-PART IV(S)	46.5	12,340
2	THORN BIRDS-PART II(S)	42.5	11,280
3	THORN BIRDS PART III(S)	41.9	11,120
4	THORN BIRDS PART I(S)	38.2	10,130
5	DALLAS	29.8	7,900
6	60 MINUTES	28.4	7,520
7	LITTLE HOUSE NW BEGINNING#	23.5	6,220
8	MISSISSIPPI	22.4	5,940
9	MAGNUM, P.I.	22.1	5,870
10	GOODNIGHT, BEANTOWN#	21.9	5,810
11	LOVE BOAT	21.2	5,620
12	CBS EVENING NEWS-RATHER	19.1	5,070
12	DUKES OF HAZZARD	19.1	5,070
14	ARCHIE BUNKER'S PLACE#	18.5	4,910
15	DYNASTY#	18.0	4,780
16	BENSON#	18.0	4,760
17	JEFFERSONS	17.8	4,730
18	GLORIA	17.7	4,700
19	ABC MONDAY NIGHT MOVIE#	17.5	4,630

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THORN BIRDS PART I(S)	21.1	11,020
2	THORN BIRDS PART III(S)	19.7	10,280
3	THORN BIRDS-PART IV(S)	19.5	10,210
4	FALL GUY#	18.7	9,760
5	ABC SUNDAY NIGHT MOVIE#	16.8	8,800
6	THORN BIRDS-PART II(S)	16.7	8,740
7	A TEAM	16.5	8,610
8	ABC MONDAY NIGHT MOVIE#	16.0	8,380
9	DYNASTY#	15.7	8,180
10	NCAA SPORTS SPECIAL(S)	14.3	7,470
11	CBS NCAA BSKBL CHAMP POST(S)	14.2	7,410
12	HILL STREET BLUES	14.1	7,340
13	60 MINUTES	13.8	7,230
14	CBS NCAA BSKBL CHAMP-SA-2	13.3	6,940
15	B. BUNNY-MAD WORLD OF TV(S)	13.1	6,840
16	MAGNUM, P.I.	12.9	6,750
17	SIMON & SIMON	12.9	6,720
18	CBS SPORTS SUNDAY#	12.7	6,640
18	THAT'S INCREDIBLE	12.7	6,640
20	DALLAS	12.4	6,460
21	LOVE BOAT	11.9	6,220
22	HART TO HART#	11.9	6,200

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THORN BIRDS-PART IV(S)	33.3	6,760
2	THORN BIRDS-PART II(S)	32.6	6,610
3	THORN BIRDS PART III(S)	32.4	6,570
4	60 MINUTES	29.8	6,040
5	THORN BIRDS PART I(S)	26.8	5,440
6	DALLAS	22.6	4,590
7	MAGNUM, P.I.	21.6	4,380
8	SIMON & SIMON	19.9	4,030
9	MISSISSIPPI	18.5	3,760
10	DUKES OF HAZZARD	18.3	3,700
11	THAT'S INCREDIBLE	18.2	3,690
12	ARCHIE BUNKER'S PLACE#	17.8	3,600
12	GOODNIGHT, BEANTOWN#	17.8	3,600
14	CBS EVENING NEWS-RATHER	17.0	3,450
15	LITTLE HOUSE NW BEGINNING#	16.7	3,390
16	ABC SUNDAY NIGHT MOVIE#	16.5	3,350
16	LOVE BOAT	16.5	3,350
18	ABC MONDAY NIGHT MOVIE#	16.3	3,310
19	FALL GUY#	15.8	3,200

10 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL M.													
													WOMEN					MEN																			
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+														
*EVENING																																					
A TEAM												7	199	203	A	18.8	27	1566	2118	632	223	682	224	434	401	360	199	765	318	549	447	370	187	314	94	357	241
1 TUE. 8.00P 60 NBC A												96	99	B	19.7	29	1641	2014	626	248	677	218	419	392	364	204	747	290	506	433	365	201	268	97	322	225	
2 TUE. 8.00P 120																																					
8.00 - 8.30														A	18.7	28	1558	2069	640	229	683	217	424	389	360	213	745	296	517	426	352	203	269	77	372	258	
8.30 - 9.00														A	21.1	31	1758	2137	656	235	712	242	460	413	370	205	765	304	545	440	378	196	284	77	376	262	
9.00 - 9.30														A	17.3	24	1441	2133	564	187	610	195	391	378	330	168	768	341	574	477	384	152	425	143	330	196	
9.30 - 10.00														A	16.4	23	1366	2091	608	212	663	226	429	410	347	175	780	378	585	460	358	159	354	111	294	179	
ABC MONDAY NIGHT MOVIE												9	198	A	23.5	35	1958	1720	839	189	920	399	622	499	385	236	652	269	429	384	270	168	107	92	41	12	
1 MON. 9.00P 120 ABC FF												99		B	18.9	28	1574	1649	753	287	810	302	488	457	384	244	606	239	389	366	277	171	144	81	89	57	
9.00 - 9.30														A	22.0	31	1833	1770	829	182	905	395	613	472	359	243	708	280	461	422	301	192	88	71	69	21	
9.30 - 10.00														A	23.4	34	1949	1702	826	182	907	398	623	492	374	232	659	264	429	380	275	179	74	69	62	23	
10.00 - 10.30														A	24.5	37	2041	1742	862	203	942	402	634	526	406	237	628	270	411	378	249	156	146	128	26	3	
10.30 - 11.00														A	24.1	39	2008	1666	831	185	923	395	620	500	398	235	620	258	415	360	257	152	117	99	6	1	
ABC NEWS CLOSEUP(S)												195		A	6.3	12	525	1480	546	180	592	193	269	302	281	213	701	330	422	342	287	205	122	101	65	65	
2 FRI. 10.00P 60 ABC DO												99																									
10.00 - 10.30														A	6.5	12	541	1514	569	179	605	201	304	327	289	201	713	303	426	345	325	222	116	93	80	80	
10.30 - 11.00														A	6.1	12	508	1431	518	177	569	179	229	270	269	223	686	357	414	335	246	189	131	111	45	45	
ABC NEWSBRIEF-M-F												126	183	187	A	23.2	35	1933	1602	780	294	860	296	524	478	417	278	543	190	328	298	261	180	118	87	81	59
1 MTUTh 9.58P 1 ABC N												95	97	B	16.5	25	1374	1697	703	278	763	286	477	428	355	230	592	227	383	349	280	165	173	84	169	120	
1 WED. 10.34P 1																																					

FRI.	9.57P	2																							
2 MON.	10.02P	1																							
2 TUE.	10.00P	2																							
2 WED.	9.54P	1																							
2 THU.	9.58P	1																							
ABC NEWSBRIEF-SAT.						25	192	195																	
SAT.	9.58P	1	ABC	N		97	97																		
ABC NEWSBRIEF-SUN.						26	192	193																	
1 SUN.	9.47P	1	ABC	N		97	97																		
2 SUN.	10.01P	1																							
ABC SPORTS UPDATE-SAT						26	195	193																	
SAT.	8.58P	1	ABC	SN		98	97																		
ABC SPORTS UPDATE-SUN						24	173	193																	
1 SUN.	7.34P	2	ABC	SN		91	97																		
2 SUN.	8.34P	2																							
ABC SUNDAY NIGHT MOVIE						20		202																	
2 SUN.	9.00P	161	ABC	FF		99																			
	9.00 - 9.30																								
	9.30 - 10.00																								
	10.00 - 10.30																								
	10.30 - 11.00																								
	11.00 - 11.30																								
ABC WORLD NEWS TONIGHT						130	200	200																	
M-F	6.30P	30	ABC	N		99	99																		

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

MAY 1991

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	
EVENING CONT'D																															
HIGH PERFORMANCE 4 203																															
1 WED. 8.36P 60 ABC A 99																															
8.30 - 9.00																															
9.00 - 9.30																															
HILL STREET BLUES 26 211 215																															
THU. 10.00P 60 NBC OP 98 99																															
10.00 - 10.30																															
10.30 - 11.00																															
IT TAKES TWO 21 193 197																															
THU. 9.30P 30 ABC CS 98 99																															
JEFFERSONS 23 198 198																															
SUN. 9.00P 30 CBS CS 99 99																															
KNIGHT RIDER 24 195 202																															
FRI. 9.00P 60 NBC A 96 97																															
9.00 - 9.30																															
9.30 - 10.00																															
LAVERNE & SHIRLEY 24 195 202																															
TUE. 8.30P 30 ABC CS 98 99																															
LITTLE HOUSE NW BEGINNING 22 209																															
1 MON. 8.00P 60 NBC GD 99																															
8.00 - 8.30																															
8.30 - 9.00																															
OVE BOAT 24 195 204																															
1 SAT. 9.00P 90 ABC CS 98 99																															
2 SAT. 9.00P 60																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
OVE, SIDNEY 1 202																															
2 MON. 8.00P 30 NBC CS 99																															
MAGNUM, P.I. 24 192 205																															
THU. 8.00P 60 CBS PD 97 99																															
8.00 - 8.30																															
8.30 - 9.00																															
AMA'S FAMILY 11 182 194																															
SAT. 9.00P 30 NBC CS 93 98																															
ATT HOUSTON 21 198																															
2 SUN. 8.00P 60 ABC PD 99																															
8.00 - 8.30																															
8.30 - 9.00																															
MISSISSIPPI 2 198 207																															
FRI. 10.00P 60 CBS GD 99 99																															
10.00 - 10.30																															
10.30 - 11.00																															

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

181 APR 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM (12-17)	CHILDREN (7-11)					
EVENING CONT'D																																
NEWSBREAK-M-F						128	178	184	A	13.4	20	1116	1843	667	216	728	220	378	341	324	306	561	187	321	302	263	203	201	96	353	221	
MTUTHF						8.58P	1	CBS N	89	91		B	15.7	24	1308	1792	707	253					559	189	320	294	266	201	169	81	293	180
1 WED.						9.36P	1																									
2 WED.						8.27P	2																									
NEWSBREAK-SAT.						26	177	190	A	12.3	20	1025	1943	739	261	761	225	410	414	393	277	712	298	467	439	355	187	127	24	343	237	
1 SAT.						8.52P	2	CBS N	94	94		B	12.6	21	1050	2017	709	252					643	238	415	369	326	184	196	77	423	270
2 SAT.						9.08P	1																									
NEWSBREAK-SUN.						26	186	189	A	14.7	21	1225	1562	668	264	775	207	372	345	329	370	515	126	243	239	252	231	99	72	173	157	
SUN.						8.58P	1	CBS N	95	95		B	17.9	26	1491	1669	756	295					578	179	301	287	267	232	111	66	153	103
9 TO 5						21	206		A	17.6	26	1466	1679	662	277	721	293	516	431	371	170	559	223	337	298	265	161	210	121	189	135	
1 TUE.						9.30P	30	ABC CS	99			B	19.5	29	1624	1743	713	297					539	225	368	319	240	133	225	119	196	141
ONE DAY AT A TIME						4	198	199	A	15.7	22	1308	1635	694	314	803	271	482	422	365	265	490	175	289	258	197	173	151	89	191	142	
MON.						9.30P	30	CBS CS	99	99		B	16.1	23	1341	1606	707	316					480	154	266	245	215	181	179	118	128	88
POPE AND HIS VATICAN(S)						198			A	8.7	16	725	1607	729	278	836	163	339	306	411	440	673	149	332	311	342	305	60	21	38	24	
2 SUN.						7.00P	60	ABC DO	99																							
7.00 - 7.30									A	8.5	16	708	1534	707	262	816	156	329	307	408	427	640	125	312	329	331	284	40	24	38	24	
7.30 - 8.00									A	8.9	15	741	1659	742	290	846	162	343	300	413	453	703	172	351	287	352	327	74	19	36	23	
POWERS OF MATTHEW STAR						22	181		A	10.7	17	891	1918	724	229	733	251	445	441	330	227	583	203	358	326	276	192	156	81	446	347	
1 FRI.						8.00P	60	NBC GD	86			B	11.8	19	983	1995	698	286					634	235	421	371	314	179	240	110	363	265

8.00 - 8.30		A 10.1 16 841		1879	697	239^	708	233^	432	426	316	218^	589	205^	363	321	277^	198^	162^	85^	420	338
8.30 - 9.00		A 11.3 18 941		1944	746	219^	753	267	455	455	340	234^	575	200^	353	328	276	187^	148^	76^	468	355
QUINCY, M.E.		23	201	196	A 12.3 20 1025	1607	660	271	728	282	510	435	622	285	450	360	263	140	148	42^	109^	62^
1 WED.	10.30P	60	NBC	OP	B 14.1 23 1175	1546	706	290	762	267	470	452	597	235	402	354	278	163	129	72	58	35^
2 WED.	10.00P	60																				
10.00 - 10.30		A 9.5 14 791		1675	613	261^	694	260^	471	405	336	193^	609	253^	403	355	239^	157^	218^	69^	154^	98^
10.30 - 11.00		A 12.8 21 1066		1686	638	281	717	311	520	432	330	172	647	292	474	369	286	140	194	54^	128	69^
11.00 - 11.30		A 14.2 27 1183		1386	723	253	757	239	509	455	400	217	575	292	435	341	229	126^	10^	LT	44^	24^
REAL PEOPLE		24	212	204	A 15.3 23 1274	1647	687	213	731	225	397	384	600	187	317	318	281	226	170	70^	146	95^
1 WED.	8.38P	52	NBC	PV	B 17.3 26 1441	1770	732	245	783	223	393	371	586	193	324	293	258	222	177	94	224	152
2 WED.	8.00P	60																				
8.00 - 8.30		A 11.4 17 950		1720	717	225^	775	220^	395	380	337	354	611	196^	261	303	212^	281	187^	73^	147^	103^
8.30 - 9.00		A 15.3 22 1274		1703	683	205	727	215	397	383	352	288	642	205	353	347	306	228	169	60^	165	108
9.00 - 9.30		A 19.1 29 1591		1525	671	211	706	243	394	391	320	266	540	155	299	288	293	194	164	81^	115^	71^
REMINGTON STEELE		3	195	201	A 12.4 18 1033	1786	654	291	709	236	486	432	709	266	488	394	359	195	231	59^	137	89^
1 TUE.	9.00P	60	NBC	GD	B 13.6 20 1133	1759	680	299	749	274	498	463	691	264	466	394	331	188	189	64	130	84
2 TUE.	10.00P	60																				
9.00 - 9.30		A 15.4 22 1283		1785	705	300	750	256	502	434	412	205	746	246	496	419	422	225	102^	LT	187	135^
9.30 - 10.00		A 14.8 22 1233		1727	691	302	738	260	515	434	395	188^	720	233	496	432	413	200	143^	LT	126^	84^
10.00 - 10.30		A 10.0 15 833		1921	602	281^	665	221^	461	426	342	170^	708	318	511	372	296	171^	429	187^	119^	63^
10.30 - 11.00		A 9.2 14 766		1725	573	266^	645	181^	438	433	358	174^	635	301^	437	316	236^	167^	359	114^	86^	43^
RENEGADES		5	182	193	A 8.6 14 716	1895	632	202	657	231	439	408	722	330	521	400	255	184	276	175	240	214
FRI.	9.00P	60	ABC	A	B 9.3 14 775	1720	595	203	629	225	395	367	635	258	421	344	284	179	254	140	202	168
9.00 - 9.30		A 8.8 14 733		1872	635	197	659	251	438	397	280	197	709	327	512	404	245	180	263	171	241	211
9.30 - 10.00		A 8.4 13 700		1903	623	203	647	206	434	412	333	176	733	333	527	394	265	187	286	177	237	215

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1983 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
WK #		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
EVENING CONT'D																																													
RIPLEY'S BELIEVE IT-NOT																		23	178	A 12.7	20	1058	2039	742	341	795	361	581	508	381	177	641	247	461	414	359	135	302	133	301	177				
1 SUN. 7.00P 60 ABC U																		93		B 12.2	19	1016	2013	683	307	753	298	522	463	354	193	706	272	483	449	356	165	234	103	320	229				
7.00 - 7.30																				A 11.5	19	958	2026	695	319	748	333	549	480	376	164	632	249	454	409	353	134	306	140	340	182				
7.30 - 8.00																				A 13.9	21	1158	2041	780	356	833	386	608	527	381	190	645	243	468	414	365	137	296	125	267	173				
ST. ELSEWHERE																		17	193	A 11.6	19	966	1421	652	259	698	251	447	405	312	227	644	290	509	469	304	127	30	LT	49	29				
1 TUE. 10.00P 60 NBC GD																		95		B 11.5	19	958	1508	702	280	766	278	475	425	354	240	615	255	433	402	292	138	88	35	39	21				
10.00 - 10.30																				A 11.6	18	966	1467	669	250	716	263	460	414	313	233	654	282	512	470	322	133	40	LT	57	36				
10.30 - 11.00																				A 11.6	19	966	1369	632	267	678	237	433	394	311	223	631	297	503	465	284	121	19	LT	41	21				
SEVEN BRIDES/SEVEN BROS.																		18	192	A 12.8	19	1066	1750	793	296	901	259	434	383	392	394	483	178	276	210	193	184	153	83	213	145				
1 WED. 8.38P 60 CBS MD																		97		B 13.9	21	1158	1667	705	280	802	260	413	363	343	327	472	150	245	207	212	195	157	94	236	148				
8.30 - 9.00																				A 12.1	19	1008	1610	763	278	870	227	366	340	353	419	464	147	232	190	175	200	122	63	154	104				
9.00 - 9.30																				A 12.9	19	1075	1812	819	322	936	281	480	415	422	391	478	194	293	212	186	172	161	86	237	159				
SHEENA EASTON ACT (S)																		206		A 13.2	20	1100	1887	646	293	723	345	498	409	308	167	669	279	488	402	300	150	178	129	317	215				
1 THU. 8.00P 60 NBC PC																		99		A 13.5	21	1125	1915	645	293	718	354	508	415	291	157	664	289	484	404	283	149	202	146	331	210				
8.00 - 8.30																				A 12.9	19	1075	1847	648	289	726	337	488	403	323	173	668	266	487	393	312	151	152	109	301	217				
8.30 - 9.00																																													
SILVER SPOONS																		25	189	A 16.1	26	1341	1931	643	242	706	284	409	340	239	268	485	174	282	271	205	156	246	134	494	330				
SAT. 8.30P 30 NBC CS																		95	98	B 15.3	25	1274	2004	718	271	797	258	433	379	323	308	511	186	300	276	218	167	270	153	426	304				
SIMON & SIMON																		22	187	A 21.5	33	1791	1654	677	265	713	205	402	397	394	253	652	197	376	360	354	225	177	65	112	76				
THU. 9.00P 60 CBS PD																		95	99	B 21.1	32	1758	1653	720	260	776	233	437	422	402	273	601	197	361	332	306	202	153	58	123	80				
9.00 - 9.30																				A 20.7	32	1724	1652	666	263	701	202	387	385	383	256	656	194	379	363	363	223	173	63	122	80				
9.30 - 10.00																				A 22.4	34	1866	1644	686	267	723	205	414	406	405	250	640	198	370	355	342	225	178	65	103	70				
60 MINUTES																		26	207	A 25.3	42	2107	1577	681	237	736	183	322	325	342	356	694	180	342	345	352	287	75	48	72	52				
SUN. 7.00P 60 CBS DN																		99	99	B 25.6	40	2132	1613	739	271	784	176	337	344	372	384	692	185	351	349	350	284	62	28	75	48				
7.00 - 7.30																				A 24.2	42	2016	1567	682	231	735	182	315	317	337	362	691	175	340	340	353	286	76	49	65	45				
7.30 - 8.00																				A 26.4	43	2199	1579	679	243	737	184	328	330	346	352	694	184	345	346	350	288	70	45	78	58				
SMALL & FRYE																		3	193	A 12.3	18	1025	1838	560	234	693	373	491	366	198	162	413	191	325	255	161	83	238	122	494	297				
1 MON. 8.30P 30 CBS CS																		96		B 12.8	19	1066	1867	616	262	726	342	487	390	256	198	478	219	344	280	199	104	288	174	375	244				
SMURFS SPRINGTIME SPECIAL(S)																		197		A 11.7	19	975	2184	502	114	540	192	339	313	243	177	424	210	290	295	163	96	238	92	982	598				
2 FRI. 8.00P 30 NBC EA																		97																											
SOMEDAY, YOU'LL FIND HER(S)																		195		A 17.1	25	1424	2066	581	264	717	368	515	411	233	163	431	188	334	301	200	68	226	116	692	394				
1 MON. 8.00P 30 CBS EA																		97																											
SPECIAL EDDIE RABBITT(S)																		190		A 13.9	24	1158	1654	794	338	917	312	593	483	471	253	553	204	382	333	256	157	79	44	105	71				
1 THU. 10.00P 60 CBS GV																		98		A 15.3	25	1274	1668	800	334	921	330	602	481	452	257	553	205	388	337	265	151	79	44	115	78				
10.00 - 10.30																				A 12.6	22	1050	1610	779	339	903	292	580	478	487	243	541	196	370	323	245	160	75	39	91	61				
10.30 - 11.00																																													
T.J. HOOKER																		24	199	A 15.4	26	1283	1729	660	266	749	213	394	365	366	313	596	187	320	296	276	240	123	54	261	174				
SAT. 8.00P 60 ABC OP																		99	98	B 15.6	26	1299	1778	722	279	791	217	419	405	405	313	649	206	377	357	324	231	134	54	204	138				
8.00 - 8.30																				A 14.3	24	1191	1662	645	251	735	195	376	345	364	321	589	180	308	283	271	246	106	45	232	156				
8.30 - 9.00																				A 16.5	27	1374	1779	672	275	758	226	409	381	366	306	602	194	329	304	280	235	137	63	282	186				
TAXI																		2	199	A 14.4	22	1200	1536	630	279	707	272	435	410	333	223	576	220	375	308	279	171	166	91	87	44				
1 WED. 9.30P 60 NBC CS																		99	95	B 14.4	22	1200	1536	630	279	707	272	435	410	333	223	576	220	375	308	279	171	166	91	87	44				
2 WED. 9.30P 30																																													
CONT'D																																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1.1 APR 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK- OF INC. HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY										TEEN (12-17)					CHILDREN (2-11)												
													TOTAL	18-34	18-34	18-34	25-54	35-64	55+	TOTAL	18-34	18-34	18-34	25-54	35-64	55+	TOTAL	18-34	18-34	18-34	25-54	35-64	55+	TOTAL	18-34	18-34	18-34	25-54	35-64	55+
EVENING CONT'D																																								
TAXI-CONT'D																																								
9.30 - 10.00																																								
10.00 - 10.30																																								
TEACHERS ONLY										7		196																												
2 SAT. 9.30P 30 NBC CS										98																														
THAT'S INCREDIBLE										22		195 201																												
MON. 8.00P 60 ABC PV										95 98																														
8.00 - 8.30																																								
8.30 - 9.00																																								
THORN BIRDS PART I(S)										203																														
1 SUN. 8.00P 180 ABC GD										99																														
8.00 - 8.30																																								
8.30 - 9.00																																								
9.00 - 9.30																																								
9.30 - 10.00																																								
10.00 - 10.30																																								
10.30 - 11.00																																								
THORN BIRDS-PART II(S)										203																														
2 MON. 9.00P 120 ABC GD										99																														
9.00 - 9.30																																								
9.30 - 10.00																																								
10.00 - 10.30																																								
10.30 - 11.00																																								
THORN BIRDS-PART III(S)										203																														
2 TUE. 9.00P 120 ABC GD										99																														
9.00 - 9.30																																								
9.30 - 10.00																																								
10.00 - 10.30																																								
10.30 - 11.00																																								
THORN BIRDS-PART IV(S)										203																														
2 WED. 8.00P 180 ABC GD										99																														
8.00 - 8.30																																								
8.30 - 9.00																																								
9.00 - 9.30																																								
9.30 - 10.00																																								
10.00 - 10.30																																								
10.30 - 11.00																																								
THREE'S COMPANY										21		208																												
1 TUE. 9.00P 30 ABC CS										99																														
TOO CLOSE FOR COMFORT										22		198 202																												
THU. 9.00P 30 ABC CS										98 99																														
TRAPPER JOHN, M.D.										22		200 200																												
SUN. 10.00P 60 CBS GD										99 99																														
10.00 - 10.30																																								
10.30 - 11.00																																								

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	PRG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (000)	TOTAL PERSONS (2+)	LADY WORK OF HNG HOUSE WOM.	VIEWERS PER 1000					VIEWING HOUSEHOLDS BY SEX/AGE CATEGORY					TOTAL (17/17)		TOTAL (17/17)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+				
EVENING CONT'D																																			
FUCKER'S WITCH										1	196	A	18.5	31	1541	1463	641	226	721	206	440	430	416	225	488	136	256	275	285	193	140	59	114	89	
2 THU.		10.00P	60	CBS	CS		99		B	18.5	31	1541	1463	641	226	721	206	440	430	416	225	488	136	256	275	285	193	140	59	114	89				
10.00 - 10.30																																			
10.30 - 11.00																																			
20/20										22	193	201	A	16.7	28	1391	1510	753	269	786	206	404	398	419	320	640	180	368	358	339	207	21	13	63	42
THU.		10.00P	60	ABC	DN	98	99		B	15.2	25	1266	1485	722	245	759	210	395	392	390	296	608	170	329	335	296	224	72	33	46	31				
10.00 - 10.30																																			
10.30 - 11.00																																			
VOYAGERS										20	192	A	10.4	16	866	2170	699	319	744	271	486	404	319	223	638	241	469	395	304	137	209	83	579	399	
1 SUN.		7.00P	60	NBC	A		95		B	10.1	16	841	2199	639	291	717	295	486	416	316	189	644	242	453	389	316	156	293	126	545	365				
7.00 - 7.30																																			
7.30 - 8.00																																			
LATE FRINGE												A	7.4	21	616	1229	615	225	693	160	354	342	376	276	482	133	250	271	222	183	46	19	8	8	
ABC NEWS:NIGHTLINE										107	189	189	B	6.5	18	541	1273	598	206	644	168	346	336	364	236	582	168	317	331	292	209	32	13	15	17
1 MTUF		11.30P	30	ABC	N		96	96																											
1 THU.		11.30P	36																																
2 MON.		11.30P	38																																
2 TU-F		11.30P	30																																
11.30 - 12.00																																			
ABC NEWS:NIGHTLINE-WED(B)										191	A	4.2	18	350	880	334	139	334	125	175	149	112	159	443	243	257	279	114	109	103	LT	LT	LT		
1 WED. 12.06A 69 ABC N 97																																			
12.00 - 12.30																																			
12.30 - 1.00																																			
ABC NEWS:NIGHTLINE-TUE(B)										188	A	7.8	28	650	1228	641	124	735	129	387	343	401	318	461	71	240	258	296	179	32	LT	LT	LT		
2 TUE.		12.00M	38	ABC	N		96		A	8.5	29	708	1267	640	147	744	132	391	341	411	319	487	83	262	278	312	181	36	LT	LT	LT				
12.00 - 12.30																																			
ABC NEWS:NIGHTLINE-WED(B)										185	A	5.2	20	433	1016	352	106	468	42	187	145	304	281	446	173	192	240	160	157	102	35	LT	LT		
2 WED.		12.00M	39	ABC	N		96		A	5.4	20	450	1131	386	118	523	53	235	182	340	288	498	191	216	287	186	162	110	45	LT	LT				
12.00 - 12.30																																			
ABC WEEKEND REPORT-SAT.										26	155	164	A	5.1	11	425	1122	513	216	562	153	285	317	285	182	432	206	242	184	123	157	78	33	50	LT
SAT.		11.00P	15	ABC	N		88	89	B	5.5	11	458	1309	556	218	614	213	356	327	298	211	555	196	355	322	266	164	92	45	48	36				
ABC WEEKEND REPORT-SUN.										26	165	165	A	6.5	16	541	1250	635	244	670	278	450	378	327	187	479	140	288	288	235	166	75	75	26	18
1 SUN.		11.00P	15	ABC	N		91	91	B	4.5	11	375	1379	634	209	681	259	449	412	328	188	608	208	398	378	299	170	66	23	24	13				
2 SUN.		11.45P	15																																
CBS NCAA BSKBL CHAMP-THU(S)										192	A	5	6	25	466	1292	332	141	388	152	304	225	196	68	852	500	652	475	271	158	43	LT	LT	LT	
1 THU.		11.30P	150	CBS	SE		97		A	7.7	22	641	1324	471	206	547	232	383	330	242	115	744	398	538	431	251	180	LT	LT	33	25				
11.30 - 12.00																																			
12.00 - 12.30																																			
12.30 - 1.00																																			
1.00 - 1.30																																			
1.30 - 2.00																																			
CBS NCAA BSKBL CHAMP-FRI(S)										192	A	6.7	24	558	1168	459	335	481	189	315	257	211	135	687	310	551	493	314	136	LT	LT	LT	LT		
1 FRI.		11.30P	130	CBS	SE		96		A	7.9	20	658	1123	512	342	536	205	322	299	183	176	587	211	437	367	282	150	LT	LT	LT	LT				
11.30 - 12.00																																			
CONT'D																																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM	CHILDREN (7-11) TOTAL 6-11				
LATE FRINGE CONT'D																															
TONIGHT SHOW																															
1	MTWTHF	11.30P	60	NBC	GV	129	208	207	A	6.6	21	550	1222	583	191	636	181	366	335	331	235	505	192	343	318	231	132	63^ 21^	18^ 17^		
1	WED.	12.00M	60						B	6.7	22	558	1290	627	203	676	209	380	341	339	248	543	206	366	318	252	148	52 24	19 11		
2	M-F	11.30P	60																												
		11.30 - 12.00							A	7.4	21	616	1276	611	206	663	184	383	360	362	246	526	194	359	336	249	135	71^ 21^	16^ 15^		
		12.00 - 12.30							A	5.9	21	491	1177	558	184	619	187	360	313	303	229	486	187	326	301	218	128	51^ 21^	21^ 16^		
		12.30 - 1.00							A	5.0	24	417	1156	471^	34^	509^	116^	259^	241^	213^	195^	557^	257^	391^	338^	192^	166^	90^ 26^	LT LT		
WEEKDAY DAYTIME																															
ABC AFTERSCHOOL SPECIAL(S)																															
2	WED.	4.30P	60	ABC	FV		194		A	7.1	19	591	1377	492	239^	632	245^	381^	377^	268^	186^	218^	75^	145^	138^	103^	59^	277^	261^	250^ 191^	
		4.30 - 5.00							A	6.7	19	558	1364	503	264^	636	211^	396^	379^	303^	193^	187^	60^	115^	110^	92^	61^	281^	246^	260^ 201^	
		5.00 - 5.30							A	7.5	19	625	1366	478	212^	618	272^	364^	370^	233^	177^	237^	88^	167^	158^	109^	55^	274^	274^	237^ 180^	
ABC DAYTIME NEWSBRIEF M-F																															
	M-F	1.57P	2	ABC	N	128	177	177	A	8.5	27	708	1404	800	279	906	459	668	502	370	181	295	174	219	135	92	59^	112 74^	91 33^		
						94	94		B	8.3	27	691	1285	819	229	921	442	674	499	379	199	221	116	154	104	71	58	63 47	80 29		
ABC WORLD NEWS-MORN-645A																															
	M-F	6.45A	15	ABC	N	60	150	150	A	2.4	18	200	945	350	70^	360	140^	190^	185^	140^	115^	215^	75^	120^	75^	100^	95^	280^	45^	90^ 90^	
						88	88		B	2.0	17	167	827	405	191	411	149	239	218	180	149	248	64	108	125	135	110	93 33	75 47		
AFTERNOON PLAYHOUSE-TUE(S)																															
2	TUE.	4.30P	60	CBS	CL		118		A	4.4	12	367	1322	687	79^	809	147^	512^	479^	482^	251^	318^	108^	108^	56^	52^	187^	121^	101^	74^ 63^	
		4.30 - 5.00				69			A	4.1	12	342	1184	722	85^	821	111^	467^	453^	521^	301^	202^	LT	LT	48^	48^	154^	117^	117^	44^ 44^	
		5.00 - 5.30							A	4.7	12	392	1423	650	69^	787	175^	545^	497^	444^	201^	418^	105^	203^	81^	55^	211^	120^	84^	98^ 76^	
ALL MY CHILDREN																															
	M-F	1.00P	60	ABC	DD	129	202	202	A	9.3	30	775	1415	820	27^	913	457	674	401	368	18	287	166	205	136	85	62^	115 75^	99 11		
		1.00 - 1.30				99	99		B	9.4	32	783	1288	814	225	917	448	674	496	367	195	219	114	149	102	70	61	64 46	86 11		
		1.30 - 2.00							A	8.9	29	741	1393	819	273	905	466	670	499	367	186	281	159	198	135	85	63^	114 76^	93 40^		
									A	9.8	31	816	1408	810	283	907	463	670	501	365	183	283	166	204	131	82	62^	117 75	101 39^		
ANOTHER WORLD																															
	M-F	2.00P	60	NBC	DD	129	202	202	A	5.4	18	450	1251	838	159	984	255	438	413	393	400	227	95^	138	83^	83^	80^	67^	18^	73^ 27^	
		2.00 - 2.30				99	99		B	4.8	17	400	1222	828	161	905	213	442	390	383	403	202	77	106	69	67	90	45 30	70 25		
		2.30 - 3.00							A	5.4	18	450	1242	840	155	888	251	442	420	402	400	217	87^	129^	75^	82^	82^	65^	18^	72^ 22^	
									A	5.4	19	450	1240	832	162	872	256	424	401	382	400	228	102^	141	85^	80^	76^	66^	15^	74^ 32^	
AS THE WORLD TURNS																															
	M-F	1.30P	60	CBS	DD	133	203	204	A	7.9	26	658	1261	826	125	897	268	379	386	417	438	245	71^	119	114	110	107	49^	40^	75^ 34^	
		1.30 - 2.00				99	99		B	7.6	26	633	1265	847	144	916	211	410	404	403	442	237	75	114	96	37	111	29 19	83 26		
		2.00 - 2.30							A	7.7	25	641	1268	815	123	884	204	367	367	404	447	265	77^	129	124	117	116	50^	42^	69^ 29^	
									A	8.1	27	675	1239	837	126	899	215	393	404	426	428	215	60^	101	97	96	99	44^	36^	81^ 39^	
CAPITO.																															
	M-F	2.30P	30	CBS	DD	133	193	194	A	5.9	20	491	1242	861	128	911	224	406	429	436	416	196	57^	73^	75^	84^	100^	57^	45^	75^ 23^	
						96	96		B	6.0	22	500	1227	827	165	897	252	447	427	395	387	205	72	100	80	82	94	38 21	87 24		
CBS EARLY MORNING NEWS																															
	M-F	8.30A	30	CBS	N	125	126	126	A	1.2	14	100	440^	180^	50^	244^	LT	110^	160^	150^	80^	200^	LT	110^	130^	130^	70^	LT	LT	LT LT	
						87	87		B	1.2	14	100	96	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT LT	
CBS MORNING NEWS 1																															
	M-F	7.30A	30	CBS	N	125	187	187	A	3.3	15	275	1229	557	135^	621	41^	223	266	308	356	494	99^	160^	182^	182^	293	43^	36^	70^ 36^	
						99	99		B	3.1	17	275	1160	572	151	614	73	254	278	339	312	471	85	156	176	245	274	21	17	55 19	
CBS MORNING NEWS 2																															
	M-F	8.30A	30	CBS	N	125	187	187	A	3.3	15	292	1199	578	102^	625	51^	158^	176^	291	444	441	116^	185^	175^	185^	229	46^	24^	86^ 38^	
						99	99		B	3.4	16	283	1170	651	140	687	117	236	231	316	406	403	86	153	154	180	226	23	17	57 18	
CHILD'S PLAY																															
	M-F	10.30A	30	CBS	QP	133	165	165	A	4.0	20	417	1372	635	153	698	240	355	335	270	295	310	106^	159	125^	101^	118^	179	53^	185 75^	
						87			B	4.2	19	350	1320	675	135	744	259	391	330	281	303	313	119	165	128	98	129	72 35	191 51		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1983 NIPONI

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																	
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
																						TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM		TOTAL M	
WEEKDAY DAYTIME CONT'D																																																	
NEWSBREAK-3.57										132	190	190	A	6.4	19	533	1161	765	135	833	184	417	418	468	349	173	37^	80^	78^	81^	82^	101^	56^	54^	26^														
M-F 3.57P 2 CBS N										96	96	B	6.4	20	533	1244	832	154	898	211	447	434	460	388	180	50	85	63	77	88	79	49	87	42															
ONE LIFE TO LIVE										129	201	201	A	8.3	28	691	1384	749	273	885	438	641	462	335	215	289	161	199	142	91	56^	116	86	94	42														
M-F 2.00P 60 ABC DD										99	99	B	8.1	29	675	1283	793	244	896	440	647	481	353	200	230	116	150	102	72	64	78	63	79	29															
2.00 - 2.30												A	8.3	28	691	1359	727	280	865	434	621	450	319	212	290	162	203	140	92	56^	111	83^	93	36^															
2.30 - 3.00												A	8.3	29	691	1394	771	263	902	442	655	471	346	219	280	159	191	139	86	53^	119	87	93	47^															
PRICE IS RIGHT 1										132	204	203	A	7.5	30	625	1267	619	108	672	198	286	262	291	339	323	83^	118	105	96	181	67^	44^	205	74^														
1 M-TH 11.00A 30 CBS AP										99	99	B	7.0	32	583	1292	667	93	730	195	323	295	300	368	367	115	160	135	120	186	42	21	153	49															
1 FRI. 11.00A 9																																																	
& 11.27A 3																																																	
2 M-F 11.00A 30																																																	
PRICE IS RIGHT 2										133	204	204	A	9.4	37	783	1292	669	113	712	182	283	261	303	386	351	80	125	116	119	204	33^	25^	196	64^														
M-F 11.30A 30 CBS AP										99	99	B	8.7	37	725	1311	682	97	745	191	319	291	313	385	378	113	157	131	127	200	42	21	146	47															
RYAN'S HOPE										129	177	176	A	5.4	19	450	1300	778	186	847	406	574	478	316	223	259	128^	147	96^	79^	94^	110^	60^	84^	45^														
M-F 12.30P 30 ABC DD										95	94	B	5.6	21	466	1234	738	192	831	401	582	456	325	204	236	109	143	110	81	80	69	47	98	34															
SALE OF THE CENTURY										65	150	148	A	4.6	19	383	1428	647	115^	707	214	370	328	306	306	293	81^	150^	146^	126^	120^	146^	55^	282	115^														
M-F 10.30A 30 NBC QG										87	85	B	4.5	19	375	1379	709	125	769	230	376	333	314	349	329	100	152	146	127	152	86	49	195	62															
SEARCH FOR TOMORROW										130	165	165	A	3.1	11	258	1174	764	163^	779	132^	349	325	434	391	267	46^	90^	56^	98^	177^	50^	19^	78^	35^														
M-F 12.30P 30 NBC DD										85	85	B	2.7	10	225	1253	784	144	850	230	374	328	345	410	269	83	109	76	93	146	46	34	88	28															
FAMILY FABLES																																																	
M-F 4.00P 30 CBS QG										67	67	B	2.9	9	242	1246	773	130	817	207	373	360	367	380	282	75	93	74	96	176	42	27	105	48															
TODAY SHOW-7.30AM										130	209	209	A	3.9	18	325	1243	638	210	663	96^	235	284	323	369	482	61^	218	235	277	223	11	11	87^	70														
M-F 7.30A 30 NBC N										99	99	B	4.2	21	350	1283	654	180	685	100	232	313	379	350	494	77	206	252	264	227	42	21	62	39															
TODAY SHOW-8.30AM										130	209	209	A	4.3	18	358	1201	683	158^	687	128^	253	263	285	405	388	44^	164^	175	209	196	62^	45^	64^	28														
M-F 8.30A 30 NBC N										99	99	B	4.4	21	367	1201	704	144	733	121	258	297	338	395	402	49	135	163	186	227	27	22	39	17															
\$25,000 PYRAMID										133	158	157	A	5.2	21	433	1286	707	145	748	217	342	301	323	363	311	104^	152	135^	102^	127^	60^	28^	167	45														
1 M-F 10.00A 30 CBS QP										86	86	B	4.2	19	350	1266	692	139	754	216	356	335	331	340	325	113	163	138	116	142	48	23	139	40															
2 MTU THF 10.00A 30																																																	
2 WED. 10.11A 19																																																	
WHEEL OF FORTUNE										64	201	201	A	5.9	24	491	1316	707	81^	745	201	332	303	290	367	273	59^	100^	90^	96^	152	98^	23^	200	84														
M-F 11.00A 30 NBC QG										97	97	B	5.7	24	475	1307	746	119	807	209	355	331	347	389	303	93	134	109	102	152	55	31	142	48															
YOUNG AND THE RESTLESS										133	203	204	A	8.4	30	700	1354	805	161	869	276	455	403	405	362	294	121	179	157	113	96	63^	55^	128	29														
M-F 12.30P 60 CBS DD										99	99	B	7.9	30	658	1271	823	152	888	255	452	417	405	380	245	92	133	108	101	95	33	26	105	27															
12.30 - 1.00												A	8.2	30	683	1363	801	155	865	274	455	396	402	360	295	115	175	158	119	102	60^	50^	143	34															
1.00 - 1.30												A	8.6	30	716	1337	807	161	873	280	456	411	404	361	285	123	178	155	107	87	63^	57^	116	25															
WEEKEND DAYTIME																																																	
ABC WEEKEND SPECIALS										22	171	178	A	5.7	17	475	1996	350	208^	407	188^	368	264	201^	39^	373	240^	327	231	113^	46^	282	120^	934	493														
SAT. 12.00N 30 ABC FV										88	90	B	5.8	18	483	1794	370	151	441	235	348	262	167	71	276	147	218	179	113	38	326	187	751	477															
ABC WIDE WORLD SPORTS SAT										17	198	201	A	8.9	19	741	1640	546	185	582	229	334	292	258	202	774	266	450	434	376	267	143^	78^	141^	96^														
SAT. 5.00P 90 ABC SA										98	99	B	8.6	21	800	1570	532	176	578	182	324	303	281	206	701	246	436	408	355	213	134	60	157	16^															
5.00 - 5.30												A	8.3	19	691	1625	533	172^	549	197	323	320	289	170^	756	251	442	468	382	240	140^	67^	180	125															
5.30 - 6.00												A	8.8	19	733	1663	516	189	555	227	339	291	282	168	818	292	477	481	389	268	151^	89^	139^	96^															
6.00 - 6.30												A	9.6	19	800	1640	586	193	635	257	338	272	209	261	752	254	429	364	364	292	140^	76^	113^	57^															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY										MEN'S 12-17		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM	TOTAL	6-11			
WEEKEND DAYTIME CONT'D																																	
ABC WIDE WORLD-SPORTS-SUN 8 168 194 A 6 6 16 550 1476 430 154^ 443 112^ 213^ 273 248 151^ 824 327 523 475 395 232 112^ 33^ 97^ 84^																																	
1 SUN. 5.03P 57 ABC SA 92 97 B 10.7 23 891 1610 443 180 485 166 280 272 240 163 829 327 523 472 405 238 142 31 154 112																																	
2 SUN. 4.52P 69 A 6.2 15 516 1424 392 164^ 403 102^ 193^ 236 224^ 139^ 820 328 506 473 383 246 110^ 28^ 91^ 92^																																	
5.00 - 5.30 A 7.1 17 591 1570 493 156^ 515 136^ 253 333 286 167^ 834 317 542 489 421 221 121^ 40^ 100^ 83^																																	
5.30 - 6.00																																	
A. MCGUIRE'S CHAMP. SPEC.(S) 167 A 2.8 9 233 910^ 326^ 189^ 361^ 86^ 151^ 151^ 163^ 210^ 437^ 154^ 283^ 313^ 266^ 124^ 73^ LT 39^ 39^																																	
2 SUN. 1.30P 60 NBC SC 89 A 2.6 8 217 1111 337^ 189^ 364^ 87^ 157^ 157^ 162^ 207^ 517^ 157^ 351^ 351^ 327^ 166^ 152^ LT 78^ 78^																																	
1.30 - 2.00 A 3.1 9 258 674^ 302^ 175^ 333^ 81^ 136^ 136^ 151^ 197^ 341^ 143^ 209^ 260^ 198^ 81^ LT LT LT LT																																	
2.00 - 2.30																																	
AMERICAN BANDSTAND '83 22 162 168 A 5.1 15 425 1518 379 50^ 436 232^ 358 177^ 178^ 78^ 522 303 411 295 192^ 91^ 263^ 181^ 297 162^																																	
SAT. 12 30 - 1.00 B 5.0 15 417 1635 451 150 525 309 402 277 153 103 422 249 339 231 140 65 301 215 387 228																																	
12 30 - 1.00 A 4.9 15 408 1547 400 64^ 449 257^ 370 179^ 160^ 79^ 481 269^ 395 279^ 184^ 86^ 249^ 164^ 368 160^																																	
1.00 - 1.30 A 5.4 16 450 1444 353 31^ 410 208^ 339 170^ 185^ 71^ 547 326 416 298 192^ 98^ 265^ 191^ 222^ 160^																																	
AMERICAN SKI CLASSIC(S) 151 A 2.6 7 217 1654 600^ 143^ 600^ 144^ 258^ 295^ 281^ 249^ 714^ 465^ 613^ 236^ 148^ 101^ 54^ 22^ 286^ 244^																																	
1 SAT. 2.30P 60 NBC SE 77 A 2.2 6 183 1902 551^ 110^ 551^ 131^ 224^ 285^ 251^ 228^ 695^ 639^ 639^ 163^ LT 56^ 132^ 54^ 524^ 427^																																	
2.30 - 3.00 A 2.9 8 242 1504 649^ 170^ 649^ 152^ 289^ 306^ 310^ 273^ 747^ 347^ 607^ 293^ 260^ 140^ LT LT 108^ 108^																																	
3.00 - 3.30																																	
ASK NBC NEWS-8:28AM 27 196 190 A 5.0 27 417 1945 171^ 44^ 171^ 82^ 82^ 82^ 58^ 62^ 146^ 86^ 104^ 74^ 60^ 31^ 325 160^ 1303 838																																	
SAT. 8.28A 2 NBC CN 96 95 B 4.4 29 367 1673 213 90 243 136 166 120 95 49 167 67 99 107 89 40 231 119 1032 649																																	
ASK NBC NEWS-8:58AM 28 206 201 A 6.8 30 566 1650 171^ 66^ 173^ 74^ 105^ 76^ 74^ 68^ 94^ 74^ 84^ 66^ 20^ LT 212^ 85^ 1171 707																																	
SAT. 8.58A 2 NBC CN 98 98 B 5.4 28 450 1673 236 110 270 139 184 139 111 62 157 85 109 91 52 0 299 109 887 612																																	
ASK NBC NEWS-10:28AM 28 208 212 A 8.6 29 716 1656 172 52^ 201 93^ 159^ 131^ 81^ 42^ 163^ 121^ 156^ 143^ 42^ LT 301 161^ 991 699																																	
SAT. 10.28A 2 NBC CN 99 99 B 8.0 29 666 1722 253 123 283 154 226 156 101 47 191 113 148 117 64 29 298 155 910 556																																	
ASK NBC NEWS-10:58AM 28 199 206 A 7.1 24 591 1768 233 78^ 267 135^ 188^ 152^ 102^ 79^ 222 157^ 199^ 145^ 51^ 14^ 351 200^ 928 661																																	
SAT. 10.58A 2 NBC CN 94 95 B 6.8 24 566 1693 259 111 281 135 212 156 110 56 201 122 157 122 64 27 307 158 904 556																																	
ASK NBC NEWS-11:58AM 26 193 197 A 6.4 20 533 1750 245 105^ 278 162^ 194^ 145^ 67^ 84^ 216^ 151^ 151^ 58^ 19^ 46^ 324 132^ 932 572																																	
SAT. 11.58A 2 NBC CN 95 95 B 6.4 22 533 1676 293 138 326 182 254 171 115 54 258 163 208 136 75 38 323 119 769 444																																	
BSBL SPRING-NAT'L PASTIME(S) 174 A 5.2 15 433 903 258^ 118^ 261^ 88^ 152^ 193^ 163^ 68^ 600 108^ 282^ 411^ 370^ 189^ 42^ 42^ LT LT																																	
2 SAT. 2.30P 60 NBC SC 88 A 5.1 15 425 882 282^ 181^ 282^ 91^ 166^ 216^ 191^ 66^ 517^ 115^ 211^ 271^ 247^ 246^ 83^ 83^ LT LT																																	
2.30 - 3.00 A 5.2 14 433 919 236^ 54^ 236^ 83^ 137^ 171^ 136^ 65^ 683 101^ 351^ 549^ 492^ 134^ LT LT LT LT																																	
3.00 - 3.30																																	
BLACKSTAR 10 144 A 4.0 12 333 1378 207 LT 327^ 120^ 204^ 118^ 156^ 89^ 270^ 144^ 162^ 162^ 126^ 108^ 108 LT LT 673^ 412^																																	
2 SAT. 1.00P 30 CBS CA 77 B 4.6 15 383 1715 303 162 421 212 295 200 134 113 434 273 347 244 135 65 195 85 665 377																																	
BUG'S BUNNY ROAD RUNNER 1 8 202 201 A 4 5 16 375 1541 198^ 83^ 217^ 60^ 150^ 139^ 130^ 67^ 512 250^ 325 253^ 188^ 153^ 175^ 39^ 637 331																																	
SAT. 9 00A 30 CBS CA 99 99 B 4.5 17 375 1730 315 138 363 153 243 175 141 109 465 270 356 242 157 90 179 65 723 339																																	
BUG'S BUNNY ROAD RUNNER 2 8 202 201 A 6.1 21 508 1709 344 134^ 376 188^ 246 183^ 89^ 130^ 489 265 330 255 185^ 109^ 195^ 69^ 649 367																																	
SAT. 10 00A 30 CBS CA 99 99 B 6.4 23 533 1777 358 130 404 206 292 183 118 107 413 244 324 226 142 68 195 57 765 396																																	
BUG'S BUNNY ROAD RUNNER 3 7 161 190 A 7 0 24 583 1648 368 161^ 389 206^ 285 219 137^ 97^ 498 345 384 217 100^ 104^ 155^ 81^ 606 304																																	
SAT. 11 00A 30 CBS CA 87 86 B 6 5 23 541 1689 362 160 407 234 310 199 112 85 405 267 321 197 94 81 178 77 699 336																																	
BUG'S BUNNY ROAD RUNNER 4 7 161 190 A 7 1 4 608 1686 375 208 428 239 307 224 156^ 106^ 531 361 440 265 138^ 77^ 144^ 73^ 583 316																																	
SAT. 11 00A 30 CBS CA 87 86 B 7 0 4 583 1691 361 176 416 256 318 193 115 81 434 294 360 206 112 69 168 88 673 341																																	
CAPTAIN KANGAROO SAT. 2 111 A 1 8 17 150 LT LT LT LT LT LT LT LT LT LT LT LT LT LT LT LT																																	
CONT'D																																	

22

1ST APR. 1961 1410000

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED AGE GROUP					VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED GENDER					TEENS (12-17)		ADULTS (18-49)					
														WOMEN					MEN												
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+
WEEKEND DAYTIME CONT'D																															
CAPTAIN KANGAROO-5-CONT'D																															
SAT. 7.00A 60 CBS CL 84 85																															
7.00 - 7.30																															
7.30 - 8.00																															
CBS CHILDREN'S FILM FEST 5 121																															
2 SAT. 1.30P 30 CBS CL 65																															
CBS NCAA BSKBL CHAMP POST(5) 202																															
2 SAT. 7.44P 16 CBS SC 99																															
CBS NCAA BSKBL CHAMP SA 1 3 190 202																															
1 SAT. 12.10P 143 CBS SE 99 99																															
2 SAT. 3.30P 118																															
12.30 - 1.00																															
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CBS NCAA BSKBL CHAMP-SA-2 3 196 202																															
SAT. 2.53P 127 CBS SE 99 99																															
SAT. 5.46P 118																															
3.00 - 3.30																															
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7.00 - 7.30																															
NCAA BSKBL CHAMP SP. 1(S) 185																															
SUN. 12.00N 131 CBS SE 97																															
12.00 - 12.30																															
12.30 - 1.00																															
1.00 - 1.30																															
1.30 - 2.00																															
NCAA BSKBL CHAMP SP. 2(S) 182																															
SUN. 2.11P 120 CBS SE 97																															
2.11 - 2.40																															
3.00 - 3.30																															
3.30 - 4.00																															
SPORTS SUN. 4.40P 118																															
4.40 - 5.10																															
5.00 - 5.30																															
5.30 - 6.00																															
LA SHORE GOLF-SAT. 118																															
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (21)	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														WOMEN					MEN														
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
DINAH SHORE GOLF-S-CONT'D																																	
2 SAT. 4.30P 90 NBC SE										93	A	3.5	8	292	1168	534^250^	534^45^	199^199^	325^335^	531^164^	226^170^	222^285^	45^	LT	58^	38^							
4.30 - 5.00										A	4.3	10	358	1503	671^428^	841^197^	337^200^	462^504^	628^137^	296^201^	218^332^	22^	LT	LT	LT								
5.00 - 5.30										A	4.2	9	350	1546	615^414^	886^143^	274^131^	400^612^	646^197^	364^189^	218^282^	14^	LT	LT	LT								
5.30 - 6.00																																	
DINAH SHORE GOLF-SUN(S)										196	A	4.4	12	367	1311	638^212^	665^191^	294^316^	285^325^	512^131^	141^139^	212^283^	19^	LT	115^	87^							
2 SUN. 4.00P 124 NBC SE										98	A	4.0	11	333	1264	627^151^	651^102^	267^337^	372^314^	459^97^	97^140^	189^264^	LT	LT	154^	139^							
4.00 - 4.30										A	4.3	11	358	1218	646^274^	668^142^	279^338^	325^330^	463^106^	106^129^	195^262^	LT	LT	87^	73^								
4.30 - 5.00										A	4.4	11	367	1395	651^199^	676^245^	313^302^	219^330^	517^139^	139^131^	193^280^	57^	LT	145^	99^								
5.00 - 5.30										A	4.6	12	383	1384	663^230^	684^263^	305^298^	248^344^	608^180^	204^151^	264^334^	LT	LT	92^	58^								
5.30 - 6.00																																	
DUKES										9 190 198	A	7.5	25	625	1744	360^144^	375^204^	262^192^	107^113^	466^291^	349^248^	112^91^	187^70^	716^406^									
SAT. 10.30A 30 CBS CA										96 98	B	7.4	26	616	1825	326^140^	378^203^	276^173^	100^99^	321^200^	253^162^	79^61^	238^77^	888^472^									
FACE THE NATION										26 83 122	A	2.7	9	225	964	405^121^	423^50^	107^178^	177^245^	467^134^	209^204^	239^222^	43^	LT	31^	LT							
SUN. 11.30A 30 CBS CC										74 86	B	3.3	11	275	1239	506^161^	527^103^	187^193^	209^299^	560^179^	281^278^	267^228^	55^24^	97^66^									
FLASH GORDON										26 126 116	A	3.8	11	317	1763	375^110^	397^180^	261^247^	136^109^	260^171^	171^118^	32^73^	236^157^	870^493^									
SAT. 12.30P 30 NBC CA										66 65	B	4.1	13	342	1794	365^127^	405^217^	303^213^	132^88^	313^174^	255^200^	113^44^	284^130^	792^470^									
FLINTSTONE FUNNIES										27 196 191	A	4.0	23	333	1907	137^45^	137^84^	84^82^	36^32^	156^93^	114^84^	63^32^	346^174^	1268^793^									
SAT. 8.00A 30 NBC CA										96 96	B	3.5	25	292	1648	209^91^	237^130^	160^120^	96^48^	176^69^	106^112^	94^44^	210^111^	1025^641^									
MARY COLEMAN SHOW										28 199 106	A	7.3	21	581	1744	210^71^	62^107^	194^161^	101^68^	100^177^	174^150^	56^11^	344^185^	950^667^									
SAT. 10.30A 30 NBC CA										94 95	B	6.8	24	566	1691	257^111^	71^135^	213^156^	112^52^	196^118^	155^118^	64^26^	302^161^	914^561^									
GILLIGAN'S PLANET(B)										122	A	4.4	13	367	1490	263^175^	328^151^	151^85^	102^177^	389^283^	335^229^	52^54^	48^48^	725^232^									
1 SAT. 12.00N 30 CBS CA										63																							
GILLIGAN'S PLANET										6 154	A	5.6	17	466	1466	331^	373^172^	301^182^	201^62^	252^237^	237^111^	15^	LT	107^	47^								
2 SAT. 12.00N 30 CBS CA										81	B	5.1	16	425	1764	384^140^	418^236^	323^230^	129^79^	312^201^	270^135^	86^39^	237^73^	734^365^									
HULK/SPIDERMAN 1										26 193 197	A	6.8	23	566	1912	263^98^	302^144^	193^137^	95^109^	348^254^	261^130^	29^65^	328^115^	934^623^									
SAT. 11.00A 30 NBC CA										95 95	B	6.3	23	525	1727	265^117^	299^160^	228^162^	108^56^	243^152^	195^143^	74^33^	315^125^	870^502^									
HULK/SPIDERMAN 2										26 193 197	A	6.6	21	550	1738	253^102^	284^152^	185^139^	74^99^	248^189^	189^81^	19^40^	365^134^	841^523^									
SAT. 11.30A 30 NBC CA										95 95	B	6.7	23	558	1726	290^138^	321^178^	252^176^	117^50^	257^159^	209^147^	79^36^	339^121^	809^467^									
IN THE NEWS- 8.26AM										28 175 175	A	3.0	16	250	1352	296^135^	296^115^	211^236^	181^60^	304^51^	180^184^	188^92^	148^84^	604^377^									
SAT. 8.26A 3 CBS CN										81 81	B	2.3	16	192	1498	203^56^	219^91^	154^129^	107^53^	255^106^	183^165^	123^53^	201^68^	823^503^									
IN THE NEWS- 8.56AM										28 179 179	A	3.1	14	258	1601	263^154^	263^121^	186^205^	142^58^	288^62^	147^150^	167^98^	159^	LT	891^481^								
SAT. 8.56A 3 CBS CN										82 81	B	2.9	15	242	1560	219^91^	230^84^	152^142^	112^59^	269^124^	190^161^	120^57^	228^82^	833^469^									
IN THE NEWS- 9.06AM										28 177 190	A	3.0	12	250	1536	252^104^	252^80^	151^151^	136^101^	451^224^	299^224^	172^107^	148^	LT	685^364^								
A 9.06A 3 CBS CN										81 86	B	3.3	14	275	1552	262^88^	287^114^	177^141^	118^92^	320^166^	222^152^	121^76^	213^94^	732^400^									
IN THE NEWS- 9.36AM										28 177 190	A	3.0	18	417	1619	213^86^	234^79^	165^143^	128^69^	549^293^	368^291^	185^146^	176^43^	660^356^									
SAT. 9.36A 3 CBS CN										81 81	B	3.4	17	367	1689	344^139^	392^173^	252^195^	140^111^	445^272^	340^223^	142^78^	174^61^	678^334^									
IN THE NEWS- 1.06PM										28 177 190	A	3.1	14	608	1715	380^209^	444^254^	319^221^	158^108^	521^355^	432^248^	130^81^	152^86^	598^320^									
SAT. 1.06P 3 CBS CN										81 81	B	3.0	17	417	1627	360^164^	436^234^	307^209^	135^104^	395^246^	293^182^	105^91^	178^100^	618^317^									
IN THE NEWS- 1.06PM										28 177 190	A	3.1	14	342	1734	262^174^	317^152^	152^95^	97^165^	563^321^	371^264^	50^192^	46^46^	808^258^									
1 SAT. 12.26P 3 CBS CN										61																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1983 MONDAY

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEEN'S (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL M						
WEEKEND DAYTIME CONT'D																																	
IN THE NEWS-12.26PM						13	154	A	4.7	15	392	1548	312^	LT	355^	189^	309^	163^	166^	46v	260^	260^	260^	103v	LT	LT	108v	48v	825	427^			
2 SAT. 12.26P						3	81	B	4.4	15	367	1749	376	182	470	260	346	234	140	107	290	158	215	144	103	64	195	76	794	388			
IN THE NEWS-12.56PM						15	158	A	4.7	14	392	1584	404^	59v	485^	193^	342^	149v	209^	143v	141v	141v	141v	79v	LT	LT	152v	56v	806	403^			
2 SAT. 12.56P						3	84	B	4.8	15	400	1670	333	134	429	204	302	213	152	112	343	197	253	157	112	89	194	79	704	365			
IN THE NEWS-1.26PM						10	144	A	4.4	13	367	1144	216^	LT	216^	LT	98v	133v	169^	83v	221^	120v	155v	155v	101v	66v	89v	LT	618^	362^			
2 SAT. 1.26P						3	77	B	4.6	15	383	1737	308	179	412	207	285	198	133	115	429	274	343	245	127	65	183	84	713	413			
IN THE NEWS-10.56AM						27	190	A	6.9	23	575	1661	357	141^	367	188^	242	177^	114^	125^	465	301	349	234	103^	95^	155^	57^	674	365			
SAT. 10.56A						3	96	B	6.0	22	500	1683	347	144	399	217	277	184	102	106	337	221	273	184	87	50	212	90	735	398			
IN THE NEWS-11.26AM						26	161	A	6.8	23	566	1597	358	161^	377	206^	289	217	138^	81^	535	372	415	225	103^	112^	127^	64^	558	279			
SAT. 11.26A						3	96	B	5.8	21	483	1657	368	160	430	236	314	219	125	94	364	237	285	186	94	64	212	112	651	349			
JETSONS						26	150	A	4.1	13	342	1623	335^	93^	364	218^	280^	266^	136^	44v	266^	140^	161^	146^	55v	71v	253^	104^	740	444			
SAT. 12.00N						30	81	B	4.5	15	375	1702	336	146	386	225	296	191	132	66	249	142	208	165	91	29	278	130	789	437			
MEATBALL & SPAGHETTI						9	172	A	3.2	13	267	1682	225^	90v	225^	64v	136^	136^	128^	89v	434^	175^	266^	208^	207^	128^	191^	LT	832	457			
SAT. 9.00A						30	83	B	3.3	14	275	1660	218	63	268	77	152	125	118	116	291	137	191	149	117	80	245	88	856	464			
MEET THE PRESS						26	161	A	3.7	11	308	1461	630	302^	643	179^	275^	221^	223^	334^	750	149^	410	354^	367^	324^	51v	LT	17v	17v			
SUN. 12.30P						30	89	B	3.0	10	250	1341	536	165	589	126	181	169	192	366	578	127	283	275	278	267	70	31	104	56			
MORK/LAVERNE/FONZ HOUR-1						13	182	A	4.9	17	408	1828	346	LT	346	196^	314	149^	135^	32v	227^	119^	199^	140^	86^	28v	263^	154^	992	595			
SAT. 11.00A 30 ABC CA 92 93 B 5.4 18 450 1793 278 92 307 170 255 185 121 34 221 130 185 136 73 29 360 212 905 571																																	
MORK/LAVERNE/FONZ HOUR-1 1 182 184 A 5.1 17 425 1701 401 11 456 245^ 373 188^ 157^ 157v 277^ 141^ 231 158^ 114^ 40v 278^ 93v 380 404																																	
SAT. 11.30A 30 ABC CA 92 93 B 5.5 18 458 1831 325 117 357 189 284 209 143 43 250 147 207 155 95 35 350 129 804 516																																	
NBC SPORTS-RINGSIDE-SP-SA(S) 166 86 A 4.0 10 333 1363 243^ 15v 243^ 18v 78^ 117v 184v 126v 778 342^ 432^ 315^ 411^ 229^ 228^ 36v 114v 114v																																	
2 SAT. 3.30P 60 NBC SE 86 A 4.0 10 333 1072 127v 16v 127v 33v 33v 87v 94v 40v 550^192^ 235^222^ 310^186^ 212^ 69v 183v 183v																																	
3.30 - 4.00 A 4.0 10 333 1634 349^ LT 349^ LT 117v138v 264^211^ 1004 492^ 631^406^ 512^271^ 236^ LT 45v 45v																																	
4.00 - 4.30 A 4.0 10 333 1634 349^ LT 349^ LT 117v138v 264^211^ 1004 492^ 631^406^ 512^271^ 236^ LT 45v 45v																																	
NBC SPORTS-RINGSIDE-SA-SP(S) 158 84 A 4.7 12 392 1245 255^122v 275^ 91v 178^161^ 141v 82v 875 299^ 543^480^ 492^316^ LT LT 87v 79v																																	
1 SAT. 3.30P 120 NBC SE 84 A 4.2 11 350 1343 277^ 43v 277^ 69v 166^186^ 208^ 48v 980 377^ 555^483^ 487^325^ 31v 31v 55v 55v																																	
3.30 - 4.30 A 4.3 11 358 1201 157v 67v 167^ 89v 125^ 94v 98v 62v 950 352^ 562^476^ 526^388^ LT LT 64v 64v																																	
4.30 - 5.00 A 4.2 10 350 1149 175v 86v 197^ 83v 197^165v 114v LT 897 269^ 469^452^ 532^411^ LT LT 55v 55v																																	
5.00 - 5.30 A 6.2 15 516 1225 357^231^ 374^112v 208^181^ 132^166^ 717 219^ 493 488 438^190^ LT LT 134^ 115v																																	
NBC SPORTS-RINGSIDE-SUN. 2 156 81 A 4.5 11 375 1445 291^ 62v 317^ 106v 128v 54v 22v 189^ 990 170^ 552^510^ 574^382^ LT LT 138v 138v																																	
1 SUN. 2.30P 90 NBC SE 81 B 4.4 12 367 1297 206 57 228 66 92 65 53 121 857 235 541 503 470 281 80 45 132 70 185v 185v																																	
2.30 - 3.00 A 3.7 9 308 1464 260^ 69v 305^123v 153v 30v 30v152v 974 126v 533^519^ 610^361^ LT LT 185v 185v																																	
3.00 - 3.30 A 4.9 12 408 1446 271^ 57v 238^121v 135v 59v 14v163^ 1018 184^ 592 512^ 574^387^ LT LT 130v 130v																																	
3.30 - 4.00 A 5.0 12 417 1388 325^ 63v 334^ 77v 96v 61v 19v238^ 946 186^ 517^484^ 530^379^ LT LT 108v 108v																																	
NCAA CHAMPIONSHIP FOOTBALL 187 94 A 5.1 19 508 1817 427^172^ 468^ 98v 261^262^ 265^174^ 781 158^ 433^420^ 502 312^ 281^119v 287v 110v																																	
2 SUN. 12.30P 120 CBS SC 94 A 4.7 16 392 1811 439^204^ 500^103v 266^273^ 263^194^ 742 130v 360^377^ 507^324^ 303^138v 265^107v																																	
12.30 - 1.00 A 5.6 21 550 1725 380^142^ 420^ 61v 218^204^ 248^176^ 737 106v 390^376^ 512 311^ 265^107v																																	
1.00 - 1.30 A 6.3 22 575 1918 459 173^ 416 136^ 314^284^ 282^175^ 789 173^ 434 408^ 489 323^ 282^112v 282^112v																																	
2.00 - 2.30 A 6.1 18 508 1801 446^179^ 446^ 88v 245^290^ 270^156^ 854 218^ 530 517 503 295^ 271^116v 271^116v																																	

KEY: A=CURRENT REPORT S=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEEN* (12-17) TOTAL FEM		CHILDREN 2-11, TOTAL 6-11																
WEEKEND DAYTIME CONT'D																		TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11											
NCAA SPORTS SPECIAL(S)																		202	A	13.5	30	1125	1717	440	204	452	112	271	273	254	150	946	386	665	611	476	199	151	40	168	89	
2 SAT. 5.28P 18 CBS SC																		99																								
NCAA WOMEN'S BSKBL CHAMP.(S)																		196	A	7.0	20	583	2031	604	213	605	223	406	290	293	171	1011	392	711	603	522	258	204	80	211	166	
2 SUN. 2.30P 130 CBS SE																		97																								
2.30 - 3.00																		A	6.0	18	500	2070	741	297	741	230	518	400	379	192	888	340	598	517	430	263	197	75	244	173		
3.00 - 3.30																		A	6.4	18	533	1826	511	160	511	183	321	203	237	173	948	307	603	493	510	325	183	59	184	149		
3.30 - 4.00																		A	6.7	19	558	1858	492	147	492	215	325	184	210	152	981	358	676	561	532	261	202	92	183	152		
4.00 - 4.30																		A	8.2	22	683	2214	651	235	651	264	459	321	303	164	1131	520	845	706	538	224	220	91	212	174		
NEW FAT ALBERT SHOW																		15	158	A	5.1	16	425	1638	391	64	470	189	349	160	211	121	129	129	129	64	LT	LT	158	56	881	478
2 SAT. 12.30P 30 CBS CA																		84	B	4.7	15	392	1719	341	144	442	212	308	213	153	119	332	193	248	158	111	81	179	76	766	391	
PAC-MAN/RASCALS/RICHIE-1																		27	195	A	4.8	22	400	1750	140	63	150	57	87	87	30	63	140	30	82	82	77	58	237	160	1223	696
SAT. 8.30A 30 ABC CA																		99	99	B	5.2	28	433	1853	173	75	208	91	128	98	80	67	169	75	121	96	77	39	272	117	1204	781
PAC-MAN/RASCALS/RICHIE-2																		27	196	A	6.2	25	516	1698	159	66	178	112	136	111	24	42	170	93	116	106	55	54	162	99	1188	770
SAT. 9.00A 30 ABC CA																		99	99	B	6.8	30	566	1897	196	85	230	106	158	129	90	61	146	87	114	81	48	25	294	116	1227	785
PAC-MAN/RASCALS/RICHIE-3																		27	196	A	6.3	23	525	1863	227	67	242	141	192	159	58	50	203	78	145	145	110	58	241	118	1177	765
SAT. 9.30A 30 ABC CA																		99	99	B	7.5	30	625	1898	199	84	228	106	154	127	90	61	148	91	118	89	50	23	319	137	1203	780
PANDAMONIUM																		22	179	A	3.5	16	292	1466	242	136	242	103	181	198	139	44	280	51	147	157	170	92	125	LT	819	514
SAT. 8.30A 30 CBS CA																		82	83	B	2.9	16	242	1596	197	64	204	76	143	138	102	46	281	115	193	166	134	66	261	95	850	502
POPEYE/OLIVE COMEDY SHOW																		9	175	A	3.0	17	250	1260	296	127	296	99	191	228	197	68	280	56	152	172	176	80	140	80	544	336
SAT 8.00A 30 CBS CA																		81	83	B	2.5	16	208	1498	196	64	238	126	187	165	99	39	264	127	196	151	111	44	140	59	856	497
PRO BOWLERS TOUR																		10	177	A	6.4	16	533	1499	523	158	558	108	189	175	306	324	632	152	331	294	368	259	74	54	235	106
SAT. 3.30P 90 ABC SE																		93	94	B	7.4	19	616	1509	551	159	594	142	288	267	298	270	619	163	323	304	313	254	111	46	185	122
3.30 - 4.00																		A	5.6	14	466	1365	513	147	552	105	165	136	293	356	538	137	236	209	300	268	60	35	215	110		
4.00 - 4.30																		A	6.2	15	516	1525	521	155	561	109	186	170	301	330	622	159	329	268	352	259	86	42	256	96		
4.30 - 5.00																		A	7.4	17	616	1580	527	167	558	114	213	212	319	291	714	159	407	384	432	250	78	78	230	107		
SCHOOLHOUSE ROCK-8.25AM																		27	175	A	3.9	21	325	1563	160	62	178	70	108	108	38	70	181	64	126	126	78	55	151	74	1053	708
SAT. 8.25A 4 ABC CN																		92	93	B	3.5	23	292	1748	183	94	222	98	132	98	89	83	165	63	116	98	84	42	229	70	1132	721
SCHOOLHOUSE ROCK-10.55AM																		13	191	A	5.5	18	458	1670	244	153	319	212	264	162	87	55	179	102	133	130	55	36	196	102	976	552
SAT. 10.55A 4 ABC CN																		99	98	B	5.8	20	483	1688	241	95	275	160	219	161	96	44	202	135	170	123	56	27	281	141	930	540
SCHOOLHOUSE ROCK-11.55AM																		13	182	A	5.3	17	441	1785	413	LT	416	266	387	212	137	29	298	162	253	175	123	45	231	88	840	424
SAT. 11.55A 4 ABC CN																		92	93	B	5.5	18	458	1756	337	112	370	197	284	202	140	63	253	144	199	146	88	40	324	213	809	493
SCOOBY DOO/PUPPY HOUR I																		13	191	A	5.5	19	458	1740	245	129	266	157	232	173	99	34	193	87	146	153	92	31	234	96	1047	574
SAT. 10.00A 30 ABC CA																		99	98	B	5.9	21	491	1822	212	84	245	141	194	137	84	42	190	119	152	113	67	29	298	124	1089	646
SCOOBY DOO/PUPPY HOUR																		13	191	A	6.3	21	525	1630	234	156	295	194	254	168	88	41	173	98	134	120	59	28	209	87	953	572
SAT. 10.30A 30 ABC CA																		99	98	B	6.7	23	558	1724	246	93	278	153	219	169	107	45	195	126	168	121	61	22	291	135	960	568
SHIRT TALES																		28	206	A	6.7	31	558	1735	166	71	168	78	113	85	71	55	104	72	93	78	32	LT	206	82	1257	794
SAT. 8.30A 30 NBC CA																		98	98	B	5.0	27	417	1689	228	106	259	134	178	135	108	56	164	86	115	95	58	37	260	105	1006	640
SMURFS I																		28	208	A	8.7	35	725	1699	149	37	157	66	92	56	75	65	142	78	125	129	64	LT	277	126	1123	640
SAT. 9.00A 30 NBC CA																		99	99	B	7.1	32	591	1793	244	119	272	154	208	146	100	46	184	104	141	106	68	30	290	128	1047	641
SMURFS II																		28	208	A	9.9	36	825	1681	120	41	140	76	103	56	49	37	176	108	160	159	68	LT	264	128	1101	657
SAT. 9.30A 30 NBC CA																		99	99	B	8.2	43	683	1780	247	124	276	156	213	144	102	47	185	109	144	113	66	26	294	136	1095	641

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 21, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					20,660 24.8					27,070 32.5							
		AVERAGE AUDIENCE (Households (000) & %)					15,160					19,580							
		SHARE OF AUDIENCE %					18.2	16.7*		19.8*		23.5	22.0*		23.4*		24.1*		
		AVG. AUD. BY ¼ HR. %					26	24 *		28 *		35	31 *		34 *		39 *		
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,490 19.8	11,660 14.0		15,990 19.2		15,580 18.7	13,410 16.1						
		AVERAGE AUDIENCE (Households (000) & %)					14,240	10,250		13,830		13,990	10,910						
		SHARE OF AUDIENCE %					17.1	12.3		16.6		16.8	13.1		13.5*		12.7*		
		AVG. AUD. BY ¼ HR. %					25	18		24		24	20		21 *		20 *		
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,410 23.3	20,490 24.6											
		AVERAGE AUDIENCE (Households (000) & %)					15,240	13,160											
		SHARE OF AUDIENCE %					18.3	17.5*		19.1*		15.8*	15.7*		15.5*				
		AVG. AUD. BY ¼ HR. %					26	25 *		27 *		23 *	24 *		25 *				
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					20,410 31.7	42,480 51.0											
		AVERAGE AUDIENCE (Households (000) & %)					19,580	35,400											
		SHARE OF AUDIENCE %					23.5	21.1*		26.0*		42.5	40.8*		42.6*		43.1*		
		AVG. AUD. BY ¼ HR. %					34	31 *		37 *		59	55 *		58 *		64 *		
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,580 17.5	12,000 14.4		14,080 16.9		13,410 16.1	11,410 13.7						
		AVERAGE AUDIENCE (Households (000) & %)					12,500	10,750		12,250		12,080	9,000						
		SHARE OF AUDIENCE %					15.0	12.9		14.7		14.5	10.8		11.3*		10.3*		
		AVG. AUD. BY ¼ HR. %					22	18		20		20	16		16 *		15 *		
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,490 17.4	13,330 16.0		14,830 17.8									
		AVERAGE AUDIENCE (Households (000) & %)					12,000	11,910		9,830									
		SHARE OF AUDIENCE %					14.4	14.3		11.8		11.7*	11.5*		12.1*		11.7*		
		AVG. AUD. BY ¼ HR. %					21	20		16		16 *	16 *		17 *		17 *		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	61.2	61.9	61.9	61.4	61.4	61.4	61.4	61.4	61.4	61.4	61.4	61.4	61.4	61.4	61.4	
			WK. 2	60.6	61.0	61.0	61.0	61.0	61.0	61.0	61.0	61.0	61.0	61.0	61.0	61.0	61.0	61.0	
			U.S. TV Households: 83,300,000																

For explanation of symbols, See page A

EVE. MON. MAR. 28, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAR.22, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		15,330 18.4		14,740 17.7		18,330 22.0		16,240 19.5		19,990 24.0			
ABC TV		{		HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY		9 TO 5 (OP)		HART TO HART			
AVERAGE AUDIENCE (Households (000) & %)		{		13,830 16.6		13,330 16.0		16,330 19.6		14,660 17.6		15,830 19.0		19.0*	
SHARE OF AUDIENCE %		{		24		23		29		26		31		30 *	
AVG. AUD. BY ¼ HR. %		{		16.2		16.9		15.6		16.5		19.4		19.9	
TOTAL AUDIENCE (Households (000) & %)		{		14,160 17.0		12,250 14.7		22,320 26.8				CBS TUESDAY NIGHT MOVIES THE OTHER WOMAN			
CBS TV		{		ACE CRAWFORD, PRIVATE EYE		GUN SHY (OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		11,660 14.0		10,580 12.7		15,830 19.0		17.9*		18.9*		19.6*	
SHARE OF AUDIENCE %		{		21		19		29		26 *		28 *		31 *	
AVG. AUD. BY ¼ HR. %		{		14.1		14.0		12.7		12.7		17.2		18.6	
TOTAL AUDIENCE (Households (000) & %)		{		21,070 25.3				16,490 19.8				12,740 15.3			
NBC TV		{		A TEAM (OP)				REMINGTON STEELE (OP)				ST. ELSEWHERE			
AVERAGE AUDIENCE (Households (000) & %)		{		17,080 20.5		19.0*		22.1*		12,580 15.1		15.4*		14.8*	
SHARE OF AUDIENCE %		{		30		28 *		32 *		22		22 *		22 *	
AVG. AUD. BY ¼ HR. %		{		18.2		19.7		22.0		22.2		16.1		14.6	
TOTAL AUDIENCE (Households (000) & %)		{		18,330 19.6		18,330 22.6		43,070 51.7				THORN BIRDS PART III (OP)			
ABC TV		{		HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)									
AVERAGE AUDIENCE (Households (000) & %)		{		13,990 16.8		15,910 19.1		35,990 43.2		38.7*		43.2*		45.4*	
SHARE OF AUDIENCE %		{		26		28		62		53 *		60 *		86 *	
AVG. AUD. BY ¼ HR. %		{		15.8		17.9		17.6		20.6		36.8		40.6	
TOTAL AUDIENCE (Households (000) & %)		{		14,330 17.2		12,830 15.4		14,580 17.5				CBS TUESDAY NIGHT MOVIES HIGH ANXIETY (R)			
CBS TV		{		ACE CRAWFORD, PRIVATE EYE		GUN SHY (OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		12,250 14.7		11,330 13.6		7,500 9.0		9.6*		8.6*		9.0*	
SHARE OF AUDIENCE %		{		23		20		13		13 *		12 *		13 *	
AVG. AUD. BY ¼ HR. %		{		14.2		15.2		14.3		12.9		9.9		9.3	
TOTAL AUDIENCE (Households (000) & %)		{		25,490 30.6				10,910 13.1				REMINGTON STEELE (R)			
NBC TV		{		A TEAM (R)(OP)(SUS-OP)											
AVERAGE AUDIENCE (Households (000) & %)		{		14,990 18.0		18.3*		20.0*		17.3*		16.4*		8,000 9.6	
SHARE OF AUDIENCE %		{		26		28 *		10 *		24 *		23 *		14	
AVG. AUD. BY ¼ HR. %		{		18.1		18.5		19.7		20.4		17.8		16.8	

TV HOUSEHOLDS USING TV	WK 1	61.2	63.1	65.0	67.3	67.7	68.8	68.6	68.4	68.2	68.9	68.3	67.4	64.2	62.9	61.4	60.1
(See Def. 1)	WK 2	58.1	60.0	61.3	62.9	63.7	65.6	66.8	68.5	72.1	73.0	72.6	71.4	68.8	67.7	67.2	65.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.TUE. MAR.29, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. MAR. 23. 1961

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
TOTAL AUDIENCE (Households (000) & %)																		
ABC TV																		
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SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD																		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. MAR 24, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,160 18.2		13,830 16.6		14,410 17.3		14,330 17.2		18,410 22.1			
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY 1/4 HR. %																
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					22,910 27.5				20,410 24.5				15,910 19.1			
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY 1/4 HR. %																
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,240 19.5				13,660 16.4		12,910 15.5		18,490 22.2			
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY 1/4 HR. %																
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,660 16.4		13,580 16.3		15,660 18.8		15,990 19.2		19,080 22.9			
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY 1/4 HR. %																
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					23,570 28.3				22,660 27.2				18,910 22.7			
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY 1/4 HR. %																
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					12,990 15.6				13,910 16.7		13,660 16.4		17,330 20.8			
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY 1/4 HR. %																
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1				63.4	64.5	65.9	66.9	67.1	65.4	65.8	66.0	65.8	61.5	59.5	57.5
			WK 2				58.4	59.5	60.8	62.4	63.3	63.3	64.1	64.5	64.5	61.7	60.6	58.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. THU. MAR. 31, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 25, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,160 18.2		13,490 16.2		10,000 12.0				11,580 13.9			
	ABC TV						BENSON (R)		AT EASE				RENEGADES (OP)				GOLD MONKEY	
	AVERAGE AUDIENCE (Households (000) & %)						13,580 16.3		11,750 14.1		7,580 9.1	9.2*		9.0*	8,660 10.4	10.4*		10.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 16.1	16.4	22 14.6	13.5	14 9.0	14* 9.4		14* 8.8	18 10.0	17* 10.7		19* 10.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,660 22.4				24,740 29.7				21,660 26.0			
	CBS TV								DUKES OF HAZZARD (OP)				DALLAS				MISSISSIPPI	
	AVERAGE AUDIENCE (Households (000) & %)						14,740 17.7	16.8*		18.6*	20,910 25.1	24.3*		25.9*	16,830 20.2	21.5*		18.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 16.4	26* 17.2	29* 18.5	18.7	38 23.5	37* 25.1		40* 25.7	35 22.3	36* 20.7		34* 19.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						11,250 13.5				16,330 19.6				11,750 14.1			
	NBC TV								POWERS OF MATTHEW STAR (OP)				KNIGHT RIDER (R)(SUS-OP)				BARE ESSENCE	
	AVERAGE AUDIENCE (Households (000) & %)						8,910 10.7	10.1*		11.3*	12,990 15.6	15.4*		15.8*	8,250 9.9	10.2*		9.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 9.9	16* 10.3	18* 10.8	11.8	24 15.2	24* 15.6		24* 15.9	17 10.7	17* 9.6		17* 9.4
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						14,410 17.3		13,410 16.1		9,080 10.9							
	ABC TV								BABY MAKES FIVE				RENEGADES (OP)				ABC NEWS CLOSEUP	
	AVERAGE AUDIENCE (Households (000) & %)						12,910 15.5		11,660 14.0		6,660 8.0	8.3*		7.8*	5,250 6.3	6.5*		6.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 14.8		23 16.3	13.8	13 8.6	13* 8.0		13* 7.8	12 6.8	12* 6.3		12* 6.0
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						18,330 22.0				24,410 29.3				23,160 27.8			
	CBS TV								DUKES OF HAZZARD (R)(OP)				DALLAS				MISSISSIPPI	
	AVERAGE AUDIENCE (Households (000) & %)						19,830 16.6	15.4*		17.9*	21,320 25.6	24.9*		26.4*	18,910 22.7	23.1*		22.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 14.8	26* 16.0	29* 17.2	18.5	41 24.0	40* 25.7		42* 26.1	43 23.3	42* 22.9		43* 22.4
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						11,080 13.3		10,580 12.7		15,490 18.6				11,750 14.1			
	NBC TV								SMURFS SPRINGTIME SPECIAL (R)				KNIGHT RIDER (R)(SUS-OP)				BARE ESSENCE	
	AVERAGE AUDIENCE (Households (000) & %)						9,750 11.7		9,750 11.7		12,580 15.1	14.6*		15.5*	8,580 10.3	10.8*		9.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 11.6		19 11.7		24 13.8	24* 15.5		25* 15.8	19 11.5	20* 10.2		19* 9.8
TV HOUSEHOLDS USING TV WK. 1		(See Def. 1)	57.1	57.1	57.1	57.1	63.2	64.3	63.9	64.3	64.6	65.8	66.0	64.9	60.0	58.9	56.2	54.1
WK. 2			57.1	57.1	57.1	57.1	59.3	61.0	61.4	61.6	61.3	62.2	62.5	62.1	56.3	53.8	52.2	50.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. FRI. APR. 1, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVI SAT MAR 20, 1983

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)		17,080 20.5		26,740 32.1											
ABC TV		T.J. HOOKER (R)(OP)		LOVE BOAT (OP)										DEMOCRATIC REPLY ABC (SUS)	
AVERAGE AUDIENCE (Households (000) & %)		12,910 15.5		19,990 24.0											
SHARE OF AUDIENCE %		26		39											
AVG. AUD. BY 1/4 HR. %		13.6		18.5											
TOTAL AUDIENCE (Households (000) & %)		24,320 29.2													
CBS TV				CBS SAT. NIGHT MOVIE THE DAY CHRIST DIED (R) (OP)											
AVERAGE AUDIENCE (Households (000) & %)		11,500 13.8													
SHARE OF AUDIENCE %		23													
AVG. AUD. BY 1/4 HR. %		13.6													
TOTAL AUDIENCE (Households (000) & %)		15,660 18.8		14,830 17.8		13,580 16.3		10,750 12.9							
NBC TV		DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(OP)		MAMA'S FAMILY		MONITOR						NBC NEWS SPECIAL REPORT (SUS)	
AVERAGE AUDIENCE (Households (000) & %)		13,490 16.2		13,160 15.8		12,250 14.7		7,080 8.5							
SHARE OF AUDIENCE %		27		26		23		14							
AVG. AUD. BY 1/4 HR. %		14.9		15.6		14.6		9.9							
TOTAL AUDIENCE (Households (000) & %)		17,080 20.5		19,400 23.5											
ABC TV		T.J. HOOKER (R)(OP)		LOVE BOAT (OP)											
AVERAGE AUDIENCE (Households (000) & %)		12,740 15.3		15,830 19.0											
SHARE OF AUDIENCE %		26		32											
AVG. AUD. BY 1/4 HR. %		13.7		17.6											
TOTAL AUDIENCE (Households (000) & %)		13,240 15.9		13,080 15.7		22,660 27.2									
CBS TV		CBS NCAA BSKBL CHAMP-SA-2 HOUSTON VS LOUISVILLE (5:46-7:44PM)(OP)		(1) B. BUNNY-MAD WORLD OF TV (R)				CBS SAT. NIGHT MOVIE ROCKY (R) (OP)							
AVERAGE AUDIENCE (Households (000) & %)		12,250 19.4*		11,080 13.3		12,830 15.4									
SHARE OF AUDIENCE %		37 *		22		27									
AVG. AUD. BY 1/4 HR. %		19.1		13.3		13.2									
TOTAL AUDIENCE (Households (000) & %)		14,080 16.9		15,740 18.9		12,910 15.5		10,160 12.2							
NBC TV		DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(OP)		MAMA'S FAMILY		TEACHERS ONLY (OP)		MONITOR					
AVERAGE AUDIENCE (Households (000) & %)		12,160 14.6		13,660 16.4		11,750 14.1		9,330 11.2							
SHARE OF AUDIENCE %		25		27		23		19							
AVG. AUD. BY 1/4 HR. %		13.9		15.3		16.1		14.0							
TV HOUSEHOLDS USING TV		WK 1		WK 2		WK 3		WK 4		WK 5		WK 6		WK 7	
(See Def 1)		58.2		59.0		60.1		61.3		61.8		62.8		63.3	
		57.4		58.6		59.9		60.1		60.6		60.5		61.1	

U.S. TV Households: 83,300,000
(1) CBS NCAA BSKBL CHAMP SA-2, HOUSTON VS LOUISVILLE, CBS, (7:44-8:00PM)(S)

For explanation of symbols, See page A

EVE. SAT. APR. 2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE SAT MAR 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
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TOTAL AUDIENCE { 4,410
(Households (000) & %) { 5.3

ABC TV

WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 4,250
(Households (000) & %) { 5.1
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 5.1

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,080
13.3

SATURDAY NIGHT

(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

6,410

7.7	8.7*		7.7*		6.1*
23	22 *		24 *		22 *
8.3	9.0	8.1	7.2	6.2	5.9

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,580
13.9

SATURDAY NIGHT

(11:30-12:51AM)
(SUSTAINING 12:51-1:00AM)

8,830

8.2	9.1*		8.0*		7.0*
25	24 *		25 *		28 *
9.0	9.2	8.4	7.7	7.1	6.6

TV HOUSEHOLDS USING TV WK 1
(See Def 1) WK 2

49.8	45.9	41.0	38.2	33.9	31.1	28.1	25.9	23.1	20.2	17.8	15.8	13.5	12.4	11.2	10.1
47.9	44.7	39.8	36.8	33.7	30.3	27.6	25.6	22.7	20.1	18.3	16.5	14.3	12.8	11.2	10.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SAT. APR.2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.27, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

14,740
17.7

41,820
50.2

ABC TV

— RIPLEY'S BELIEVE IT-NOT
(R)(OP) —

THORN BIRDS PART I
(OP)

AVERAGE AUDIENCE
(Households (000) & %)

10,580
12.7 11.5*

32,900

SHARE OF AUDIENCE

% 20 19*

AVG. AUD. BY ¼ HR

% 11.2 11.7 12.9 14.9 34.4 36.9 37.9 39.3 40.0 40.7 40.6 41.0 41.2 41.2 41.4 40.3

W

TOTAL AUDIENCE
(Households (000) & %)

27,410
32.9

14,240

CBS TV

60 MINUTES

ARCHIE BUNKER'S
PLACE

GLORIA
(R)(OP)

JEFFERSONS

NEWHART

TRAPPER JOHN, M.D.

AVERAGE AUDIENCE
(Households (000) & %)

22,160
26.6 26.2*

12,080

SHARE OF AUDIENCE

% 41 42*

AVG. AUD. BY ¼ HR

% 25.0 27.4 27.7 26.5 20.4 14.6 14.3 14.8 15.0 16.3 13.8 13.4 12.8 13.1 13.2 12.9

K

TOTAL AUDIENCE
(Households (000) & %)

12,080
14.5

20,990

NBC TV

VOYAGERS

NBC SUNDAY NIGHT MOVIE
KING KONG (R)
(OP)

AVERAGE AUDIENCE
(Households (000) & %)

8,660
10.4 9.1*

12,080

SHARE OF AUDIENCE

% 16 15*

AVG. AUD. BY ¼ HR

% 8.5 9.8 11.2 12.2 13.9 14.4 15.1 14.4 14.4 14.3 15.0 15.4 14.7 14.1 14.2 13.9

1

TOTAL AUDIENCE
(Households (000) & %)

10,500
12.6

15,740

ABC TV

POPE AND HIS VATICAN

MATT HOUSTON
(OP)

ABC SUNDAY NIGHT MOVIE
THE STING (R)
(9:00-11:41PM)
(OP)

AVERAGE AUDIENCE
(Households (000) & %)

7,250
8.7 8.5*

11,500

SHARE OF AUDIENCE

% 16 16*

AVG. AUD. BY ¼ HR

% 8.3 8.6 8.8 9.0 11.9 12.4 14.8 16.1 18.2 19.8 21.3 21.6 22.5 22.7 22.8 23.1

W

TOTAL AUDIENCE
(Households (000) & %)

25,660
30.8

18,990

CBS TV

60 MINUTES

GOODNIGHT,
BEANTOWN

GLORIA
(OP)

JEFFERSONS

NEWHART

TRAPPER JOHN, M.D.

AVERAGE AUDIENCE
(Households (000) & %)

19,910
23.9 22.1*

16,910

SHARE OF AUDIENCE

% 43 41*

AVG. AUD. BY ¼ HR

% 20.7 23.5 25.2 26.2 20.3 20.4 17.5 18.0 18.4 19.7 18.1 17.9 16.7 17.0 17.1 16.2

K

TOTAL AUDIENCE
(Households (000) & %)

9,000
10.8

21,570

NBC TV

GRANDPA WILL YOU RUN ME

NBC SUNDAY NIGHT MOVIE
LOVE IS FOREVER
(OP)

AVERAGE AUDIENCE
(Households (000) & %)

5,830
7.0 6.8*

11,910

SHARE OF AUDIENCE

% 11 13*

AVG. AUD. BY ¼ HR

% 6.9 6.7 7.0 7.2 12.5 13.8 14.1 11.4 14.7 14.2 14.7 14.6 14.7 14.6 14.3 14.5

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

60.8	61.2	65.5	68.0	71.4	71.6	71.2	71.1	71.3	73.7	72.4	72.6	70.9	70.3	69.4	71.1
55.8	55.3	56.7	58.4	59.5	60.3	60.6	61.7	61.6	64.7	63.6	62.8	60.7	60.7	60.4	61.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SUN. APR.3, 1983

NATIONAL TV AUDIENCE ESTIMATES

EVE SUN MON TUE WED THU FRI SAT

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15

TOTAL AUDIENCE { 6,910
(Households (000) & %) { 8.3

ABC TV

ABC
WEEKEND
REPORT -
SUN

AVERAGE AUDIENCE { 6,830
(Households (000) & %) { 8.2
SHARE OF AUDIENCE % 16
AVG. AUD. BY ¼ HR. % 8.2

W

TOTAL AUDIENCE { 3,420
(Households (000) & %) { 4.1

CBS TV

CBS
SUNDAY
NEWS
530000

AVERAGE AUDIENCE { 3,330
(Households (000) & %) { 4.0
SHARE OF AUDIENCE % 8
AVG. AUD. BY ¼ HR. % 4.0

K

1

TOTAL AUDIENCE { 2,000
(Households (000) & %) { 2.4

NBC TV

← NBC LATE NIGHT MOVIE →
SECRETS OF THE BERMUDA TRIANGLE
(11:30-12:24AM)
(SUSSTAINING 12:24-1:30AM)

AVERAGE AUDIENCE { 1,580
(Households (000) & %) { 1.9
SHARE OF AUDIENCE % 6
AVG. AUD. BY ¼ HR. % 1.9

1.9* 6* 2.0 1.8

TOTAL AUDIENCE { 4,000
(Households (000) & %) { 4.1

ABC TV

ABC SUNDAY NIGHT MOVIE
THE STING (R)
(9:00-11:41PM)

ABC
WEEKEND
REPORT
SUN

AVERAGE AUDIENCE { 3,920
(Households (000) & %) { 4.7
SHARE OF AUDIENCE % 46*
AVG. AUD. BY ¼ HR. % 23.8

23.1* 4.7 14 4.7
22.5 22.9

W

TOTAL AUDIENCE { 4,080
(Households (000) & %) { 4.9

CBS TV

CBS
SUNDAY
NEWS
1:00-1:30P

AVERAGE AUDIENCE { 3,750
(Households (000) & %) { 4.5
SHARE OF AUDIENCE % 4
AVG. AUD. BY ¼ HR. % 4.1

K

2

TOTAL AUDIENCE { 2,000
(Households (000) & %) { 2.4

NBC TV

NBC LATE NIGHT MOVIE
GAMES PEOPLE PLAY(R)
(11:30-12:11AM)
(SUSSTAINING 12:11-1:30AM)

AVERAGE AUDIENCE { 1,330
(Households (000) & %) { 1.8
SHARE OF AUDIENCE % 5
AVG. AUD. BY ¼ HR. % 1.4

1.5* 4* 1.8

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15
30.7	25.9	23.5	20.2	18.3	15.0	13.3	11.3	10.0	8.7	7.6	6.8	6.4	6.4
33.4	28.4	24.4	21.3	18.4	15.2	13.0	11.0	9.1	8.1	7.1	6.4	6.4	6.4

U.S. TV Households 83,300,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4				{ 6,330 7.6											
	ABC TV	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)				(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 5.7				{ 5,250 6.3											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 26 5.6 5.8				{ 28 6.3 6.3											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.2				{ 3,580 4.3				{ 5,160 6.2				{ 4,830 5.8			
	CBS TV	CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID				CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,750 3.3				{ 2,830 3.4				{ 4,410 5.3				{ 4,080 4.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 3.2 3.3				{ 15 3.3 3.4				{ 22 5.1 5.4				{ 20 4.8 5.1			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,330 5.2				{ 4,660 5.6				{ 4,170 5.0				{ 4,410 5.3			
	NBC TV	← TODAY SHOW 7 30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW 8 30AM → (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F				SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.1				{ 3,750 4.5				{ 3,500 4.2				{ 3,830 4.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 19 4.0 4.1				{ 20 4.4 4.6				{ 17 4.0 4.5				{ 19 4.6 4.5			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4				{ 5,830 7.0											
	ABC TV	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)				(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 5.7				{ 5,000 6.0											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 5.5 5.8				{ 25 5.9 6.0											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 3,330 4.0				{ 3,670 4.4				{ 5,000 6.0				{ 5,080 6.1			
	CBS TV	CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID (SUS-OP)				CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,750 3.3				{ 2,920 3.5				{ 4,330 5.2				{ 4,250 5.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 3.2 3.3				{ 15 3.4 3.6				{ 20 5.0 5.2				{ 20 5.0 5.3			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,660 5.6				{ 4,170 5.0				{ 4,750 5.7				{ 4,500 5.4			
	NBC TV	← TODAY SHOW 7 30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW 8 30AM → (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F (SUS-OP)				SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,000 3.6				{ 3,170 4.0				{ 4,170 5.0				{ 3,830 4.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 17 3.5 3.7				{ 17 4.0 4.1				{ 20 4.5 5.3				{ 18 4.6 4.6			
TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16
(See Def. 1)										23.0	23.5	23.9	24.3	24.1	24.4		
U.S. TV Households 81,300,000										23.9	24.5	25.1	25.3	25.2	25.3		

For explanation of symbols, see page 1

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 21-25, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,330 7.6	LOVE BOAT DAYTIME (SUS-OP)				5,910 7.1	5,580 6.7	9,830 11.8	ALL MY CHILDREN (OP)				9,080 10.9	ONE LIFE TO LIVE							
	ABC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,500 5.4	5.2*		5.6*	6.1	5,080 6.1	4,750 5.7	7,830 9.4	9.0*		9.7*		6,910 8.3	8.2*				8.5*			
	SHARE OF AUDIENCE %	{	22	21 *		22 *	22	22	21	31	30 *		31 *		29	28 *				30 *			
W E E K 2	AVG AUD BY 1/4 HR	%	4.7	4.9	5.6	5.7	5.8	6.3	5.6	5.8	8.6	9.4	9.8	9.6	8.2	8.3	8.3			8.6			
	TOTAL AUDIENCE (Households (000) & %)	{	7,000 8.4	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (SUS-OP)				9,160 11.0	9,000 10.8	YOUNG AND THE RESTLESS				7,910 9.5	AS THE WORLD TURNS				5,500 6.6	CAPITOL			
	CBS TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	6,080 7.3		7,830 9.4			6,750 8.1	8.0*					6,500 7.8	7.5*			4,910 5.9					
W E E K 3	SHARE OF AUDIENCE %	{	30		37			29	30 *					26	24 *			27 *					
	AVG. AUD. BY 1/4 HR	%	6.4	7.7	9.1	9.8		8.1	8.0					7.4	7.6			7.9					
	TOTAL AUDIENCE (Households (000) & %)	{	5,580 6.7	WHEEL OF FORTUNE				3,670 4.4	2,170 2.6	3,250 3.9	7,160 8.6	DAYS OF OUR LIVES				6,000 7.2	ANOTHER WORLD						
	NBC TV																						
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 5.7		3,080 3.7			1,830 2.2	2,580 3.1	5,660 6.8	6.5*		7.0*		4,500 5.4	5.4*		5.5*					
	SHARE OF AUDIENCE %	{	24		15			8	11	22	21 *		23 *		19	18 *		19 *					
	AVG AUD BY 1/4 HR	%	5.7	5.7	3.7	3.8	2.1	2.3	3.0	3.3	6.6	6.6	7.0	7.0	5.5	5.3	5.5	5.4					
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	8,910 8.3	LOVE BOAT DAYTIME				5,500 6.6	5,080 6.1	10,160 12.2	ALL MY CHILDREN (OP)				9,160 11.0	ONE LIFE TO LIVE							
	ABC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,580 5.5	5.2*		5.9*	5.7	4,750 5.7	4,770 5.0	7,750 9.3	8.7*		9.9*		6,910 8.3	8.3*		8.2*					
	SHARE OF AUDIENCE %	{	22	21 *		23 *	21	21	18	30	28 *		31 *		28	27 *		27 *					
W E E K 6	AVG AUD BY 1/4 HR	%	5.1	5.3	5.8	6.0	5.5	5.9	5.2	8.2	9.2	9.8	9.9	9.9	8.5	8.1	8.0	8.4					
	TOTAL AUDIENCE (Households (000) & %)	{	7,330 8.8	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				9,000 10.8	9,000 10.8	YOUNG AND THE RESTLESS				8,160 9.8	AS THE WORLD TURNS				5,500 6.6	CAPITOL			
	CBS TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	6,330 7.6		7,830 9.4			7,250 8.7	8.4*					6,750 8.1	8.0*			4,910 5.9					
W E E K 7	SHARE OF AUDIENCE %	{	30		37			31	30 *					26	25 *			20					
	AVG AUD BY 1/4 HR	%	7.3	7.9	9.2	9.7		8.3	8.5	8.8	9.1	8.0	8.0	8.0	8.3	8.1	5.9	6.1					
	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.9	WHEEL OF FORTUNE				3,250 3.9	2,330 2.8	6,910 8.3	DAYS OF OUR LIVES				5,750 6.9	ANOTHER WORLD							
	NBC TV																						
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)	{	3,000 3.0		2,750 3.3			1,920 2.3	2,400 3.0	5,250 6.3	6.0*		6.6*		4,500 5.4	5.4*		5.3*					
	SHARE OF AUDIENCE %	{	24		13			8	11	20	19 *		21 *		18	18 *		18 *					
	AVG AUD BY 1/4 HR	%	3.1	3.0	3.3	3.3	2.2	2.3	3.0	5.9	6.1	6.5	6.7	6.5	5.5	5.3	5.4	5.1					
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1 WK 2																					

U.S. TV Households 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. MAR. 28-APR. 1, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)	{	10,910 13.1					4,000 4.8										
GENERAL HOSPITAL																	
EDGE OF NIGHT																	

ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	8,660 10.4	10.1*			10.6*	3,420 4.1										
SHARE OF AUDIENCE %		33	33 *			32 *	12										
AVG. AUD. BY ¼ HR.	%	10.0	10.2	10.5	10.7	4.2	4.1										

10,910 13.1	4,000 4.8	9,330 11.2	19 11.0	11.5
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ABC WORLD NEWS
TONIGHT

W

TOTAL AUDIENCE (Households (000) & %)	{	7,910 9.5					3,170 3.8										
GUIDING LIGHT (OP)																	
TATTLETALES																	

CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{	6,330 7.6	7.3*			7.8*	2,580 3.1										
SHARE OF AUDIENCE %		24	24 *			23 *	9										
AVG. AUD. BY ¼ HR.	%	7.0	7.6	7.8	7.9	3.0	3.2										

13,740 16.5	12,080 14.5	25 14.3	14.6
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CBS EVENING NEWS-
RATHER

E

K

1

TOTAL AUDIENCE (Households (000) & %)	{	4,500 5.4														
FANTASY																

NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{	3,170 3.8	3.6*			3.9*											
SHARE OF AUDIENCE %		12	12 *			12 *											
AVG. AUD. BY ¼ HR.	%	3.5	3.7	3.9	4.0												

11,160 13.4	9,830 11.8	20 11.6	11.9
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NBC NIGHTLY NEWS

TOTAL AUDIENCE (Households (000) & %)	{	10,500 12.6					3,580 4.3										
GENERAL HOSPITAL																	
EDGE OF NIGHT (\$)(OP)																	

ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	8,330 10.0	9.7*			10.3*	3,080 3.7										
SHARE OF AUDIENCE %		32	32 *			31 *	11										
AVG. AUD. BY ¼ HR.	%	9.4	10.0	10.3	10.4	3.9	3.6										

11,100 11.6	9,830 11.8	21 11.6	12.0
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ABC WORLD NEWS
TONIGHT

W

TOTAL AUDIENCE (Households (000) & %)	{	8,000 9.6					3,170 3.8										
GUIDING LIGHT (OP)																	
TATTLETALES (\$)(OP)																	

CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{	6,330 7.6	7.3*			7.8*	2,670 3.2										
SHARE OF AUDIENCE %		24	24 *			24 *	10										
AVG. AUD. BY ¼ HR.	%	7.3	7.5	7.7	7.8	3.1	3.2										

12,740 15.3	11,250 13.5	24 13.5	13.5
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CBS EVENING NEWS-
RATHER

E

E

K

2

TOTAL AUDIENCE (Households (000) & %)	{	4,580 5.5														
FANTASY																

NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{	3,250 3.9	3.6*			4.2*											
SHARE OF AUDIENCE %		12	12 *			13 *											
AVG. AUD. BY ¼ HR.	%	3.5	3.9	4.1	4.4												

10,750 12.9	9,410 11.3	20 11.1	11.5
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NBC NIGHTLY NEWS

TV HOUSEHOLDS USING TV WK 1	WK 2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
(See Def. 1)		10.4	11.8	12.7	14.2	33.5	34.9	35.8	37.9	40.4	42.7	42.7	44.3	47.0	49.6	51.8	53.8	55.7	57.4	58.9											

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 24, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	10.0	11.9	14.5	15.6	17.6	19.9	22.1	24.4	25.9	27.2	27.3	28.2	28.0	28.8	28.6
		WK 2	7.8	9.5	11.7	13.8	16.4	18.6	20.7	22.0	23.6	25.8	27.4	29.5	30.3	30.0	30.1

U.S. TV Households 83,300,000

For explanation of symbols, See page A

DAY SAT. APR. 2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT MAR 1 11

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W	TOTAL AUDIENCE (Households (000) & %)	{	5,580 6.7	5,580 6.7	6,330 7.6	7,160 8.6													
	ABC TV		MORK/LAVERNE/ FONZ HOUR-1	MORK/LAVERNE/ FONZ HOUR-2 (OP)	ABC WEEKEND SPECIALS THE PUPPY'S AMAZING RESCUE	AMERICAN BANDSTAND '83													
	AVERAGE AUDIENCE (Households (000) & %)	{	4,410 5.3	4,750 5.7	5,330 6.4	4,330 5.2	4.8*	5.5*											
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	18 5.5	18 5.2	19 5.6	15 5.9	14*	15*	15*	5.4	5.6								
E	TOTAL AUDIENCE (Households (000) & %)	{	6,160 7.4	6,660 8.0	4,500 5.4	17,490 21.0	16,580 19.9												
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)	BUGS BUNNY/ROAD RUNNER 4 (OP)	GILLIGAN'S PLANET(B) (OP)	CBS NCAA BSKBL CHAMP-SA-1 LOUISVILLE VS KENTUCKY (12:30-2:53PM)(-OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4	5,750 6.9	3,670 4.4	9,660 11.6	8.2*	10.9*	12.3*	13.5*	11.6								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	22 6.1	22 6.7	13 6.8	33 7.0	24*	31*	34*	37*	31	13.3	13.8	14.2	11.6				
K	TOTAL AUDIENCE (Households (000) & %)	{	6,660 8.0	5,910 7.1	3,420 4.1	3,830 4.6	4,250 5.1												
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)	JETSONS	FLASH GORDON	AMERICAN SKI CLASSIC (2:30-3:30PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.5	5,080 6.1	2,920 3.5	3,170 3.8	2,170 2.6												
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	23 6.4	20 6.5	11 6.0	11 6.1	11 3.5	11 3.6	11 3.5	11 4.0	2.2							2.3	
1	TOTAL AUDIENCE (Households (000) & %)	{	4,500 5.4	4,500 5.4	5,250 6.3	7,250 8.7													
	ABC TV		MORK/LAVERNE/ FONZ HOUR-1	MORK/LAVERNE/ FONZ HOUR-2 (OP)	ABC WEEKEND SPECIALS THE CONTEST KID AND THE BIG PRIZE	AMERICAN BANDSTAND '83													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,750 4.5	3,750 4.5	4,080 4.9	4,170 5.0	4.9*	5.2*											
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	15 4.6	15 4.5	15 4.4	15 4.6	15 5.0	15 4.9	15 5.1	16*	16*	5.3							
W	TOTAL AUDIENCE (Households (000) & %)	{	7,580 9.1	7,580 9.1	5,750 6.9	5,160 6.2	4,410 5.3	3,170 3.8											
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)	BUGS BUNNY/ROAD RUNNER 4 (OP)	GILLIGAN'S PLANET (OP)	NEW FAT ALBERT SHOW (OP)	BLACKSTAR (OP)	CBS CHILDREN'S FILM FEST. THE VIOLIN											
	AVERAGE AUDIENCE (Households (000) & %)	{	6,330 7.8	6,330 7.6	4,660 5.6	4,250 5.1	3,330 4.0	2,330 2.8											
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	25 7.8	25 7.3	17 7.4	16 7.8	12 6.0	8 5.2	12 5.0	12 3.7	12 4.3	12 3.0	12 2.5						
2	TOTAL AUDIENCE (Households (000) & %)	{	6,750 8.1	6,830 8.2	4,910 5.9	4,080 4.9	7,500 9.0												
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)	JETSONS	FLASH GORDON	BSBL SPRING NAT'L PASTIME (2:30-3:30PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 7.0	5,830 7.0	3,920 4.7	3,080 3.7	4,330 5.2												
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	23 7.0	23 7.0	15 7.0	11 7.0	11 4.6	11 4.8	11 3.5	11 3.8	5.3							5.0	
TV HOUSEHOLDS USING TV		WK 1	11.1	11.1	10.5	11.7	11.6	11.3	11.8	12.0	12.1	12.2	12.3	12.4	12.5	12.6	12.7	12.8	12.9
(See Def. 1)		WK 2	11.1	11.1	10.5	11.7	11.6	11.3	11.8	12.0	12.1	12.2	12.3	12.4	12.5	12.6	12.7	12.8	12.9

U.S. TV Households: 83,300,000

(1) CBS NCAA BSKBL CHAMP SA 2, VIRGINIA VS NORTH CAROLINA STATE, CBS, (2:53-5:00PM)

For explanation of symbols, See page A

DAY SAT. APR. 2, 1983

		TIME																								
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15											
W E K 1	TOTAL AUDIENCE (Households (000) & %)	2,000 2.4		7,750 9.3						14,160 17.0																
	ABC TV	SPORTSBEAT — PRO BOWLERS TOUR — ABC WIDE WORLD-SPORTS SAT																								
	AVERAGE AUDIENCE (Households (000) & %)	1,670 2.0		4,500 5.4						6,830 8.2																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	6 2.0		13 2.1		13 4.6		14 5.2		14 5.3		14 5.7		18 6.1		18 6.2		14 6.3		7.5		8.3		10.2		10.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	9,830 11.8										11,330 13.6														
	CBS TV	CBS NCAA BSKBL CHAMP SA 2 VIRGINIA VS NORTH CAROLINA STATE (2:53-5:00PM) (OP) — TOURN OF CHAMPIONS SAT — CBS SAT NEWS-SCHIEFFER																								
	AVERAGE AUDIENCE (Households (000) & %)	11.8*		10.6*						6,330 7.6																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	33 11.9		29 11.7		29 10.8		30 10.3		30 11.2		30 12.1		30 13.9		18 11.0		19 7.8		19 7.8		17 7.1		21 11.0		21 11.8
W E K 3	TOTAL AUDIENCE (Households (000) & %)	9,000 10.8										8,660 10.4														
	NBC TV	AMERICAN SKI CLASSIC (2:30-3:30PM) — NBC SPORTS RINGSIDE SA-SP — NBC NIGHTLY NEWS-SAT																								
	AVERAGE AUDIENCE (Households (000) & %)	3,420 4.1		3,920 4.7						7,160 8.6																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	8 2.8		12 3.0		12 3.7		11 4.6		11 4.4		11 4.2		10 3.6		10 4.8		6 6.2		15 6.2		16 8.5		16 8.8		
W E K 4	TOTAL AUDIENCE (Households (000) & %)	3,420 4.1		11,250 13.5						15,080 18.1																
	ABC TV	SPORTSBEAT — PRO BOWLERS TOUR — ABC WIDE WORLD-SPORTS SAT																								
	AVERAGE AUDIENCE (Households (000) & %)	2,670 3.2		6,080 7.3						8,000 9.6																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	9 2.9		18 3.4		16 6.0		16 6.3		16 6.5		16 7.2		20 8.4		20 9.1		20 9.6		22 11.0		20 10.6		17 8.8		17 8.9
W E K 5	TOTAL AUDIENCE (Households (000) & %)	18,410 22.1										22,570 27.1														
	CBS TV	CBS NCAA BSKBL CHAMP-SA-1 NORTH CAROLINA STATE VS GEORGIA (3:30-5:28PM) (OP) — CBS NCAA BSKBL CHAMP-SA-2 HOUSTON VS LOUISVILLE (5:48-7:44PM) (OP)																								
	AVERAGE AUDIENCE (Households (000) & %)	11,250 13.5		11,250 13.5						14,830 17.8																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	32 10.9		29 12.4		32 13.6		32 13.1		32 14.5		34 14.9		30 14.8		30 12.8		35 13.5		35 15.3		36 17.2		36 17.7		33 17.0
W E K 6	TOTAL AUDIENCE (Households (000) & %)	7,410 8.9										9,160 11.0														
	NBC TV	NBC SPORTS RINGS DE-SP SA — DYNAMO SHORE GOLF-SAT — NBC NIGHTLY NEWS-SAT																								
	AVERAGE AUDIENCE (Households (000) & %)	3,330 4.0		3,330 4.0						7,330 8.8																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	10 3.9		10 4.1		10 4.1		10 4.1		9 3.6		9 4.5		10 4.2		10 4.2		9 4.3		9 4.3		16 8.4		16 9.2		
TV HOUSEHOLDS USING TV (See Def 1)		WM 1	WM 2	WM 3	WM 4	WM 5	WM 6	WM 7	WM 8	WM 9	WM 10	WM 11	WM 12	WM 13	WM 14											
		39.8	41.1	42.2	42.5	42.4	43.4	44.5	46.5	49.4	52.5	53.7	54.8	54.8	54.8											

For explanation of symbols, See page A

DAY SAT. APR. 2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN MAR 27, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

LONE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

← CAPTAIN KANGAROO SUN
(SUS) →

7,410
8.9

SUNDAY MORNING

LAST JOURNEY
(SUS)

4,000

4.8

3.8*

4.8*

5.7*

20

17 *

20 *

22 *

3.6

4.1

4.5

5.1

5.8

5.8

7,250
8.7

SUNDAY MORNING

CBS RELIGIOUS
SPECIAL
(SUS)

4,080

4.9

4.6*

5.5*

4.5*

22

22 *

24 *

19 *

4.3

4.9

5.5

5.6

4.7

4.4

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK. 2

7.0	9.3	11.3	12.8	14.9	17.5	19.3	21.0	22.2	24.0	25.3	25.7	26.6	27.6	28.7		
6.2	7.7	9.5	11.2	13.9	15.6	17.1	18.9	20.5	22.4	23.0	24.0	24.2	24.7	25.0		

U.S. TV Households: 83,300,000

For explanation of symbols See page A

DAY SUN. APR. 3, 1983

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U.S. TV Households: 83,300,000

DAY SUN. APR. 3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																			
NBC NBC NEWS CAPSULE-2-MON(SUS)	1	10.02-10.03PM	10.00																
EVENING TUESDAY																			
NBC NBC NEWS DIGEST-2-TUE(SUS)	2	9.58-9.59PM	9.45																
EVENING WEDNESDAY																			
ABC HIGH PERFORMANCE	1	8.36-9.36PM	+GRID 9.30	18,910	22.7	13,660	16.4	25	18.6										
ABC FALL GUY	1	9.36-10.36PM	+GRID 10.30	27,490	33.0	20,240	24.3	38	27.9										
ABC DYNASTY	1	10.36-11.36PM	+GRID 11.00 11.15 11.30	25,160	30.2	20,490	24.6	46	25.0 24.2 23.3										
CBS SEVEN BRIDES/SEVEN BROS.	1	8.38-9.38PM	+GRID 9.30	15,410	18.5	10,660	12.8	19	14.0										
CBS AFI SALUTES-JOHN HUSTON(S)	1	9.38-11.38PM	+GRID 11.00 11.15 11.30	15,910	19.1	7,160	8.6	15	7.5 7.6 8.2										

NBC NBC NEWS CAPSULE-2-WED(SUS)	1	10.28-10.29PM	10.15																
NBC QUINCY, M.E.	1	10.30-11.30PM	+GRID 11.00 11.15	15,330	18.4	11,750	14.1	26	14.8 13.6										
EVENING THURSDAY																			
NBC NBC NEWS DIGEST-2-THU(SUS)	2	9.58-9.59PM	9.45																
EVENING FRIDAY																			
NBC NBC NEWS CAPSULE-2-FRI(SUS)	1	9.58-9.59PM	9.45																
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE SAT		8.58-8.59PM	8.45	14,660	17.6	14,660	17.6	28	17.6			12,910	15.5	12,910	15.5	26	15.5		
ABC ABC NEWSBRIEF SAT.		9.58-9.59PM	9.45	22,320	26.8	22,320	26.8	44	26.8			14,740	17.7	14,740	17.7	30	17.7		
CBS CBS NCAA BSKB. CHAMP SA-2	2	5.46-7.44PM	+GRID 7.30									22,570	27.1	14,830	17.8	35	19.5		
CBS NEWSBREAK-SAT.	1	8.52-8.54PM	8.45	10,000	12.0	9,910	11.9	19	11.9			11,000	13.2	11,000	13.2	22	13.2		
	2	9.08-9.09PM	9.00																
NBC NBC NEWS CAPSULE-SAT	1	8.58-8.59PM	8.45	11,410	13.7	11,410	13.7	22	13.7										
NBC NBC NEWS DIGEST-SAT	2	8.58-8.59PM	8.45									11,160	13.4	11,160	13.4	22	13.4		
NBC NBC NEWS DIGEST-2-SAT.	2	9.58-9.59PM	9.45									7,250	8.7	7,250	8.7	15	8.7		
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	7.34-7.36PM	7.30	10,250	12.3	10,080	12.1	18	12.1			12,410	14.9	12,330	14.8	24	14.8		
	2	8.34-8.36PM	8.30																
ABC ABC NEWSBRIEF-SUN.	1	9.47-9.48PM	9.45	32,900	39.5	32,900	39.5	54	39.5										
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1				WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)			%
EVENING SUNDAY-CONT'D																
ABC ABC NEWSBRIEF-SUN.-CONT'D	2	10.01-10.02PM	10.00							17,990	21.6	17,990	21.6	36	21.6	
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	10,750	12.9	10,750	12.9	18	12.9	13,660	16.4	13,660	16.4	26	16.4	
NBC NBC NEWS CAPSULE-SUN	1	8.58- 8.59PM	8.45	10,250	12.3	10,250	12.3	17	12.3							
NBC NBC NEWS DIGEST-SUN	2	9.26- 9.27PM	9.15							9,500	11.4	9,500	11.4	18	11.4	
EVENING MONDAY-FRIDAY																
ABC ABC NEWSBRIEF M-F		>	9.45 10.00 10.30	15,160	18.2	13,660	16.4	25	15.8	M-F	25,740	30.9	24,240	29.1	43	22.6 42.6
ABC ABC NEWS-NIGHTLINE		>	11.30 11.45 12.00	6,410	7.7	5,160	6.2	17	6.9 5.5 5.1	MTUTHF MTUTHF THU.	8,660	10.4	6,910	8.3 8.4*	23	9.5 7.4 6.3
ABC ABC NEWS-NIGHTLINE-TUE(B)	2	12.00-12.38AM	12.00 12.15 12.30								8,250	9.9	6,500	7.8 8.5*	28	9.4 7.5 5.5
ABC ABC NEWS-NIGHTLINE-WED(B)	1	12.06- 1.15AM	12.00	6,000	7.2	3,500	4.2	18	6.5	WED.						
	2	12.00-12.39AM	12.00 12.15 12.30 12.45						5.6* 3.9 3.3	20* WED. WED.	5,410	6.5	4,330	5.2 5.4*	20*	5.7 5.2 4.6
ABC LAST WORD																
		>	1.00 12.00 12.15 12.30 12.45 1.00	3,330	4.0	2,080	2.5	10	3.1 3.2 2.6 2.2 2.1 1.9	WED. MTUTHF MTUTHF MTUTHF MTUTHF THU.	3,080	3.7	2,170	2.6 3.0*	11	3.4 2.8 2.6 2.3 2.4
CBS NEWSBREAK-M-F	2	>	8.15 8.45 9.30	11,750	14.1	11,750	14.1	21	14.7 11.7	M-F WED.	11,330	13.6	10,750	12.9	19	10.0 14.3
CBS CBS NCAA BSKBL CHAMP-FRI(S)	1	11.30- 1.40AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30	10,410	12.5	5,580	6.7	24	8.1 7.6 7.4 6.6 6.3 6.7 6.8 5.9 4.1	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.						
CBS CBS NCAA BSKBL CHAMP-THU(S)	1	11.30- 2.00AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45	10,080	12.1	4,660	5.6	25	8.4 7.1 6.2 6.1* 5.2 5.2* 5.0 4.7 3.5	THU. THU. THU. THU. THU. THU. THU. THU. THU.						

Nielson NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY-CONT'D															
CBS CBS SPORTS SPECIAL(S)	2	11.30-12.00MD	11.30							3,580	4.3	3,080	3.7	10	4.1 MON.
			11.45												3.3 MON.
CBS LATE MOVIE I		>	11.30	6,910	8.3	4,830	5.8	22	6.8 M-W	7,000	8.4	4,660	5.6	19	6.3 M-F
			11.45				6.7*	19*	6.5 M & TU				6.3*	17*	6.3 TU-F
			12.00						5.9 M-W						5.6 M-F
			12.15				5	8* 22*	5.5 M-W				5.5*	20*	5.3 M-F
			12.30						5.4 M-W						5.2 M-F
			12.45				4.8*	23*	4.7 M-W				3.9*	22*	4.1 M-F
			1.00						4.8 WED.						4.2 MON.
			1.15						3.9 WED.						
		VARIOUS TIMES (SUS)													
CBS LATE MOVIE II		>	12.30	4,330	5.2	3,420	4.1	26	5.0 M-W	3,920	4.7	3,080	3.7	22	4.4 M-F
			12.45						4.7 M & TU						4.1 TU-F
			1.00						4.6 M-W						3.7 M-F
			1.15				4.5*	29*	4.2 M-W				3.7*	22*	3.5 M-F
			1.30						3.3 WED.						3.5 MON.
			1.45				3.0*	23*	2.6 WED.				3.5*	30*	3.4 MON.
			2.00						2.7 WED.						
		VARIOUS TIMES (SJS)													
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,500	1.8	1,250	1.5	17	1.6 MTUTHS	1,170	1.4	1,080	1.3	15	1.4 TU-THS
			2.15						1.4 MTUTHS						1.2 TU-THS
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	*GR1D	1,920	2.3	830	1.0	23	M-THSU	2,080	2.5	750	.9	20	M-THSU
			2.30						1.3 M-THSU						1.3 M-THSU
			2.45				1.2*	18*	1.1 M-THSU				1.2*	18*	1.2 M-THSU
			3.00				1.1		1.1 M-THSU						1.1 M-THSU
			3.15				1.1*	21*	1.1 M-THSU				1.0*	20*	.9 M-THSU
			3.30						1.1 M-THSU						.9 M-THSU
			3.45				1.0*	23*	1.0 M-THSU				.9*	21*	.8 M-THSU
			4.00						1.0 M-THSU						.8 M-THSU
			4.15				1.0*	26*	1.0 M-THSU				.8*	22*	.7 M-THSU
			4.30						.9 M-THSU						.7 M-THSU
			4.45				.9*	25*	.9 M-THSU				.7*	21*	.7 M-THSU
			5.30						.9 M-THSU						.9 M-THSU
			5.45				.8*	21*	.9 M-THSU				.9*	23*	.9 M-THSU
NBC NBC NEWS CAPTION-F-M I	1	>	8.45	10,500	12.6	10,500	12.6	19	12.4 M-F	9,330	11.2	9,330	11.2	17	10.1 M-F
			9.15						13.4 WED.						15.8 TUE.
NBC NBC NEWS DIGEST-M I	2	>	8.45												
			9.00												
NBC NBC NEWS CAPTION-2 M I	1	9.58- 9.59PM	9.45	8,910	10.7	8,910	10.7	16	10.7 TU&TH	7,660	9.2	7,660	9.2	13	9.2 M & W
NBC NBC NEWS DIGEST-2 M-I	2	>	9.45							8,910	10.7	5,410	6.5	20	7.4 M-F
NBC TONIGHT SHOW		>	11.30	8,910	10.7	5,500	6.6	22	8.2 M-F				7.1*	20*	6.8 M-F
			11.45				7.9*	22*	7.6 MTUTHF						6.5 M-F
			12.00						6.6 M-F						5.4 M-F
			12.15				5.9*	21*	5.3 M-F				5.9*	21*	
			12.30						5.2 WED.						
			12.45				5.0*	24*	4.8 WED.						
NBC DAVID LETTERMAN I			12.30	3,250	3.9	2,750	3.3	17	3.6 M-TH	3,000	3.6	2,420	2.9	15	3.2 M TH
CONT'D			12.45						3.1 MTUTH						2.6 M TH

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D			1.00							3.1	WED.								
NBC DAVID LETTERMAN I-CONT'D			1.15							3.0	WED.								
NBC DAVID LETTERMAN SPECIAL(S)	2	12.30- 2.00AM	12.30									5,160	6.2	2,670	3.2	15	4.4	FRI.	
			12.45												4.1*	16*	3.8	FRI.	
			1.00														3.1	FRI.	
			1.15												3.0*	14*	2.9	FRI.	
			1.30														2.8	FRI.	
			1.45												2.6*	15*	2.4	FRI.	
NBC SCTV NETWORK	1	12.30- 2.00AM	12.30	4,830	5.8	2,330	2.8	14	3.8	FRI.									
			12.45						2.9	FRI.									
			1.00						2.8	FRI.									
			1.15						2.6*	13*									
			1.30						2.4	FRI.									
			1.45						2.4*	16*									
NBC DAVID LETTERMAN II		>	1.00	2,330	2.8	2,000	2.4	16	2.7	M-TH	2,080	2.5	1,750	2.1	14	2.2	M-TH		
			1.15						2.3	MTUTH						2.0	M-TH		
			1.30						2.5	WED.									
			1.45						1.7	WED.									
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,330	1.6	1,170	1.4	12	1.5	M-F	1,420	1.7	1,170	1.4	12	1.3	M-F		
			1.45						1.3	MTUTH						1.2	M-TH		
			2.00																
			2.15						1.4*	13*									
			2.30						1.3	TU-F							1.4	MMF	
		VARIOUS TIMES	(SUS)						.8	WED.						1.9*	14*	1.9	MMF
																	1.7	FRI.	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F								M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,170	2.6	2,000	2.4	18	2.4	M-F	2,170	2.6	2,000	2.4	18	2.4		M-F	
ABC ABC SPECIAL REPORT-10.00A(SUS)	2	10.00-10.11AM	10.00															WED.	
ABC REAGAN NEWS CONF.-ABC(SUS)	1	10.32-10.50AM	10.30							MON.									
ABC PRES. REAGAN'S NEWS CONF.(SUS)	1	11.09-11.28AM	11.00							FRI.									
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,160	8.6	7,000	8.4	27	8.4	M-F	7,330	8.8	7,160	8.6	27	8.6		M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								9,000	10.8	5,910	7.1	19	6.5		WED.	
			4.45												6.7*	19*	7.0	WED.	
			5.00													7.5	WED.		
			5.15												7.5*	19*	7.4	WED.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,330	1.6	1,000	1.2	14	1.1	M-F	1,420	1.7	1,080	1.3	15	1.1		M-F	
			6.45						1.3	M-F						1.4		M-F	
CBS CBS SPECIAL RPT(SUS)	2	10.00-10.11AM	10.00															WED.	
CBS CBS NEWS SPECIAL REPORT(SUS)	1	11.09-11.27AM	11.00							FRI.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,830	8.2	6,580	7.9	31	7.9	M-F	6,410	7.7	6,160	7.4	28	7.4		M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,910	7.1	5,410	6.5	19	6.5	M-F	5,660	6.8	5,250	6.3	19	6.3		M-F	
CBS AFTERNOON PLAYHOUSE-TUE(S)	2	4.30- 5.30PM	4.30								5,500	6.6	3,670	4.4	12	3.9		TUE	
			4.45												4.1*	12*	4.2	TUE	
			5.00													4.7	TUE		
CONT'D																			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS AFTERNOON PLAYHOUSE-TUE(S)-CONT'D			5.15																
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30 6.45	1,830	2.2	1,500	1.8	16	1.6 2.0	M-F M-F		1,500	1.8	1,250	1.5	13	4.7* 1.8	12* M-F WED.	
NBC REAGAN ADDRESS-NBC(SUS)	2	10.00-10.10AM	10.00																
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	4,000	4.8	3,420	4.1	21	4.1			3,580	4.3	3,080	3.7	21	3.7		
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	5,330	6.4	4,410	5.3	18	5.3			5,660	6.8	4,750	5.7	18	5.7		
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	6,410	7.7	5,080	6.1	19	6.1			4,410	5.3	3,750	4.5	14	4.5		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,920	3.5	2,420	2.9	15	2.9			2,920	3.5	2,580	3.1	18	3.1		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,670	3.2	2,330	2.8	12	2.8			3,250	3.9	2,750	3.3	15	3.3		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,750	3.3	2,500	3.0	11	3.0			2,920	3.5	2,420	2.9	12	2.9		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,830	5.8	4,410	5.3	19	5.3			4,250	5.1	3,920	4.7	17	4.7		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,080	7.3	5,500	6.6	23	6.6			6,580	7.9	6,000	7.2	23	7.2		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,580	6.7	5,410	6.5	22	6.5			6,080	7.3	5,830	7.0	24	7.0		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,580	7.9	5,410	6.5	20	6.5			7,330	8.8	6,660	8.0	26	8.0		
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15									4,330	5.2	3,920	4.7	15	4.7		

CBS IN THE NEWS-12.26PM(B)	1	12.26-12.29PM	12.15	3,750	4.5	3,420	4.1	12	4.1										
CBS CBS NCAA BSKBL CHAMP-SA-1	1	12.30- 2.53PM	-GRID 2.45	17,490	21.0	9,660	11.6	33	13.5* 37*	12.0									
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45									4,500	5.4	3,920	4.7	14	4.7		
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15									3,920	4.7	3,670	4.4	13	4.4		
CBS CBS NCAA BSKBL CHAMP-SA-1	2	3.30- 5.28PM	-GRID 5.15									18,410	22.1	11,250	13.5	32	14.5* 33*	14.2	
CBS NCAA SPORTS SPECIAL(S)	2	5.28- 5.46PM	-GRID 5.45									12,160	14.6	11,250	13.5	30		14.6	
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	4,500	5.4	4,330	5.2	27	5.2			3,920	4.7	3,920	4.7	27	4.7		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	6,000	7.2	5,580	6.7	28	6.7			5,910	7.1	5,750	6.9	32	6.9		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	6,830	8.2	6,750	8.1	28	8.1			7,910	9.5	7,580	9.1	31	9.1		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,500	6.6	5,330	6.4	22	6.4			6,830	8.2	6,410	7.7	24	7.7		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	5,080	6.1	4,830	5.8	18	5.8			6,160	7.4	5,830	7.0	22	7.0		
DAY SUNDAY																			
ABC USFL FOOTBALL	1	1.30- 5.03PM	-GRID	16,240	19.5	5,580	6.7	16				16,160	19.4	6,410	7.7	22	7.0* 19*	5.6	
	2	1.30- 4.51PM	-GRID 4.45 5.00																
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																
CBS CBS NCAA BSKBL CHMP-SP-1(S)	1	12.00- 2.11PM	-GRID 2.00	17,830	21.4	10,160	12.2	32		13.1									

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY-CONT'D																	
CBS CBS NCAA BSKBL CHMP-SP.-2(S)	1	2.11- 4.11PM	-GRID 4.00	16,990	20.4	10,330	12.4	30	11.6		12,660	15.2	5,830	7.0	20	9.4	
CBS NCAA WOMEN'S BSKBL CHAMP.(S)	2	2.30- 4.40PM	-GRID 4.30														

Bulletin

April 15, 1983

PRESIDENT REAGAN ON DEFENSE FOR THE 1990's

President Ronald Reagan addressed the nation on Wednesday, March 23, 1983 on the subject of American defense policies in the age of space satellites. His message was carried by the national television networks at 8:00-8:30PM NY Time.

Nielsen estimates of the audience reached are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	46.1	38.4
Average Audience		
Households	39.8	33.2
Total Persons*	24.5	53.4
Total Women	29.5	25.5
18-49	23.2	12.6
Total Men	25.7	20.0
18-49	19.4	10.2
Total Teens	16.1	3.5
Total Children*	13.7	4.4

*Excluding children under 2 years of age.

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